



Lessons Learned from Marijuana Legalization

Luke D. Niforatos
Sr. Policy Advisor, SAM

What is SAM?



- **A 501(c)(3) non-profit, educational organization** funded by volunteers & private organizations
- Our mission:
 - **Educate citizens** on the science of marijuana
 - Promote **health-first, smart policies and attitudes** that decrease marijuana use and its consequences

Groups SAM has collaborated with

- **American Society of Addiction Medicine**
- **American Academy of Pediatrics**
- **American Academy of Child and Adolescent Psychiatry**
- **Other leading public health authorities**
- **Over 30 state affiliates, including:**
 - Treatment centers
 - Recovery groups
 - Prevention organizations
 - Law enforcement
 - Leading medical authorities
 - Volunteer citizens

Two Organizations, One Mission



- SAM Action is dedicated to promoting healthy marijuana policies that do not legalize drugs.
- Active at all levels of national, state, and local policy-making
- Invests in and starts organizations to promote smart marijuana policies



- SAM's mission is to educate citizens on the science of marijuana and to promote health-first, smart policies and attitudes that decrease marijuana use and its consequences.
- Brings light to and conducts research into marijuana's negative effects

The false dichotomy: “Legalization OR incarceration?”



VS



Three separate issues that often get conflated:

1

**Penalizing drug users/
"decriminalization"**



2

**Medicinal use of
compounds
derived from
marijuana/other
drugs**



3

**Legalization of
marijuana or
other drugs for
"non-medical"
use**



Vaping Crisis = #PotVapingCrisis

- 84% of the lung illnesses being reported are from THC vapes
- One death in Oregon has been tied to marijuana oil purchased from a state licensed dispensary.
- Recent JAMA Study: Adolescents who vape are 3.5 times as likely to smoke marijuana.

**U.S. Surgeon General Jerome Adams:
“This isn’t your mother’s marijuana, the marijuana of
today is significantly more potent”**



Health

**‘A dangerous drug’: Surgeon general warns
against marijuana use by pregnant women,
youths**

4TH LARGEST TOBACCO COMPANY ON EARTH INVESTS IN BIG MARIJUANA

Auxly Cannabis signs \$123M deal with tobacco giant Imperial Brands



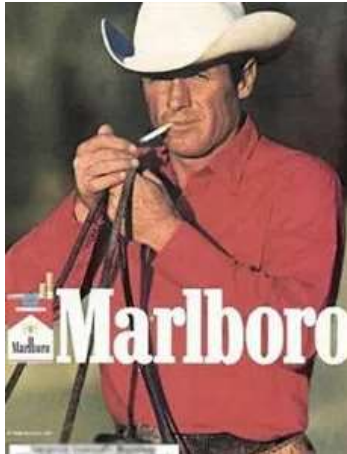
Vancouver firm will get global licences to the British tobacco company's vaping technology

The Canadian Press · Posted: Jul 25, 2019 1:19 PM ET | Last Updated: July 25



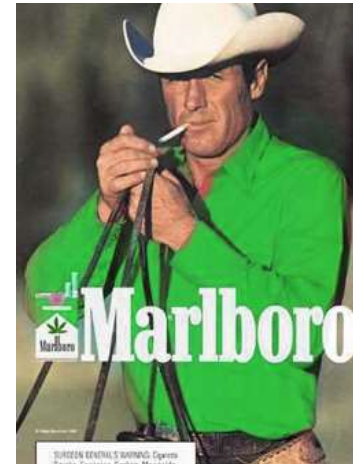
ALTRIA MAKES \$1.8 BILLION INVESTMENT IN BIG MARIJUANA

Dec 8th, 2018



CRONOS
GROUP

100% ownership of two companies, based in Canada, that are currently licensed to cultivate and sell medical marijuana,



Forbes

Dec 4th, 2018

“Smart Approaches to Marijuana (SAM)’s legalization opponent Kevin Sabet may be right: **like it or not Big Tobacco is invading cannabis.**”

Altria, the company that invited unwitting consumers for decades to come to where the cancer is –Marlboro Country– may be looking to shore up stagnant cigarette sales by purchasing Canadian cannabis company Cronos Group.”

Now **exempt** from
Colorado Clean Indoor Air Act

And This...



HIGH TIMES

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ORGANIZED BY HeadCount

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MEDICAL MARIJUANA

[Home](#) » [Health](#) » [MMJ](#)

Former Big Pharma OxyContin CEO Now Selling Medical Cannabis



Published 2 years ago on November 29, 2016

By **Maureen Meehan**



U.S. News & World Report

INVESTING / STOCK MARKET NEWS

Coming Soon From Molson Coors: Marijuana Beer

Molson Coors' new venture is targeting the Canadian cannabis market.

Corona Owner's Marijuana Investment Reaps \$700 Million

By Uliana Pavlova

June 29, 2018, 1:05 PM |

Bloomberg

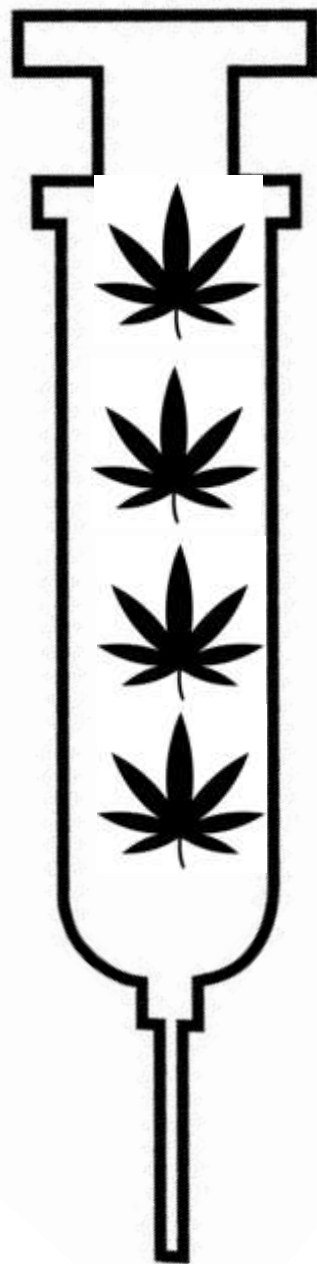


“I’m ready to introduce another high-impact brand to the industry again, this time with a new line of custom cannabis-infused craft beers.”

-Creator of Blue Moon



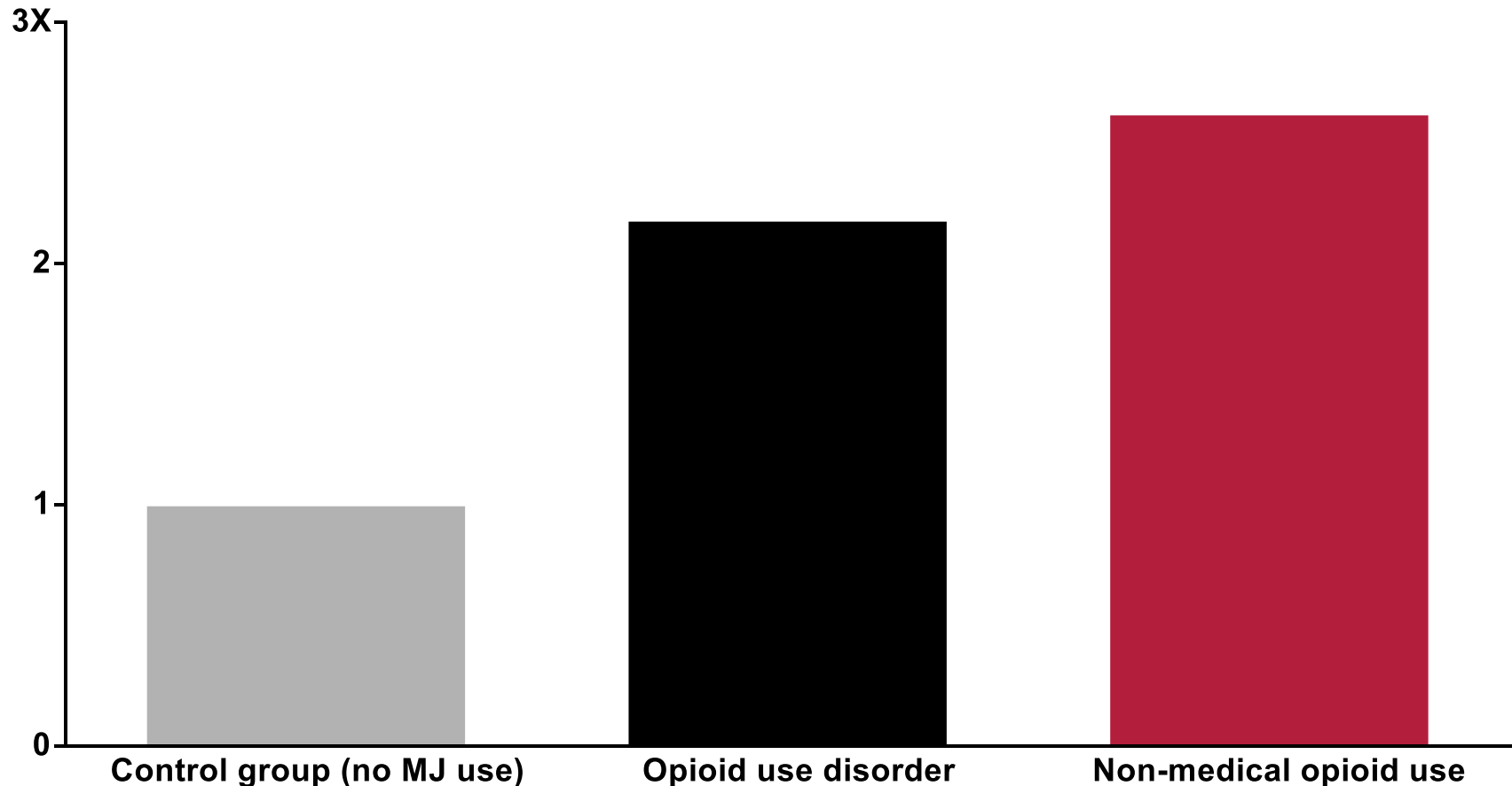
**Why talk
POT**



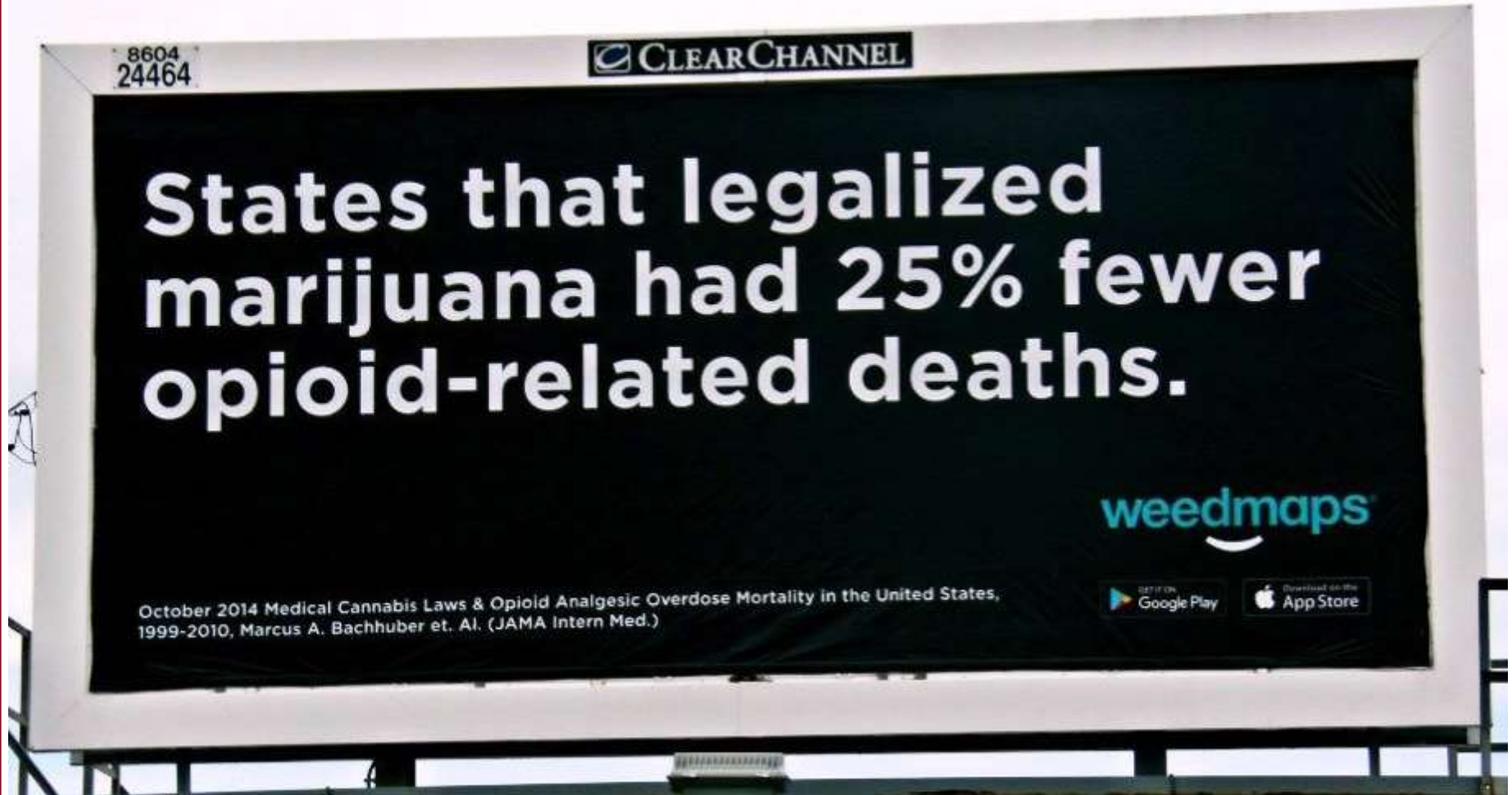
**During an
opiate
epidemic?**

Marijuana use goes hand-in-hand with increased prescription opioid abuse

Chance of subsequent opioid abuse for marijuana users compared to control group



Business Opportunity?



2019: JAMA Updated Opioid Study

**Medical marijuana was associated with a 23% INCREASE
in opioid deaths.**

The authors also said "We find it unlikely that medical marijuana-used by about 2.5% of the US population-has exerted large conflicting effects on opioid overdose mortality. **A more plausible interpretation is that this association is spurious.**"

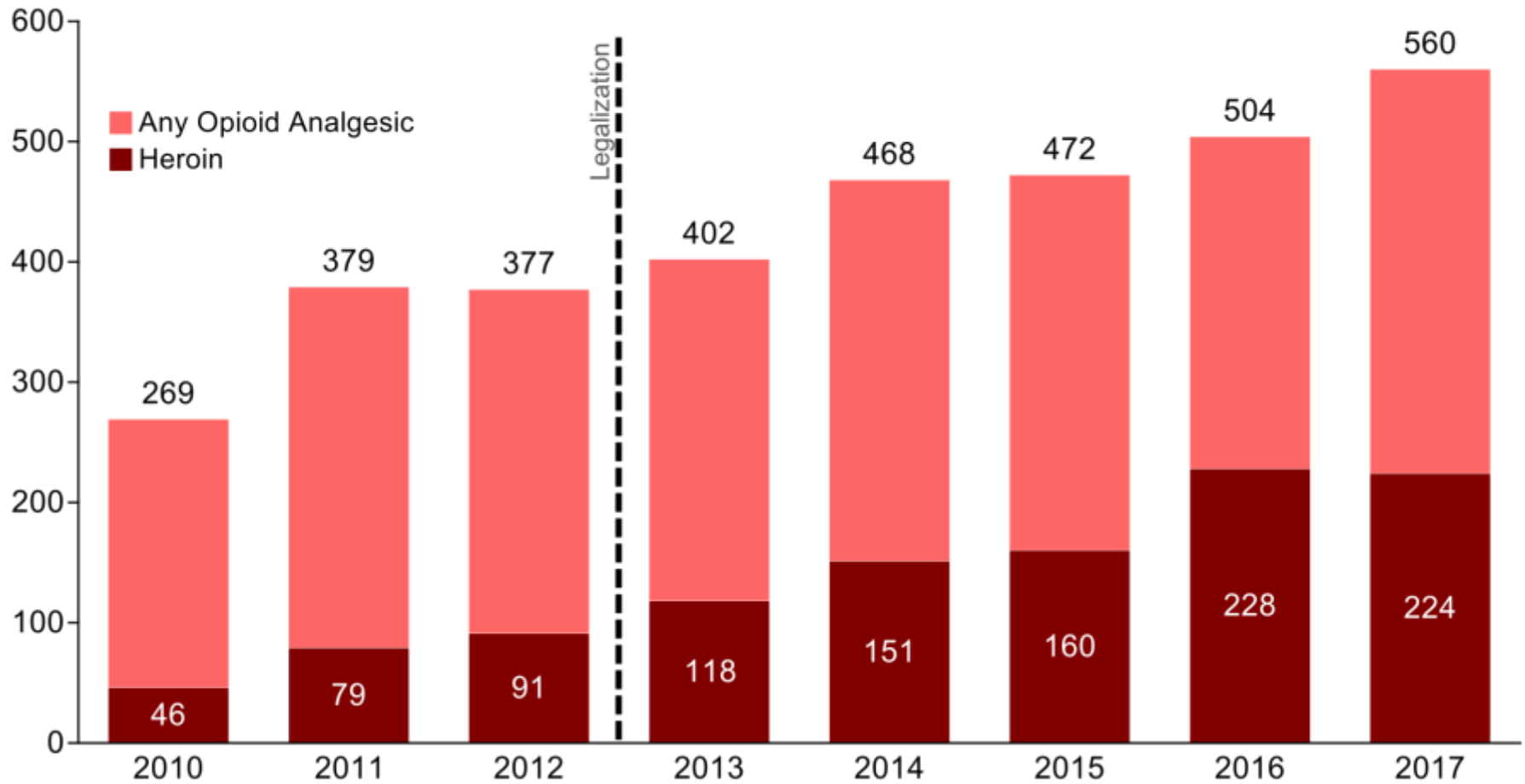
2018 in *JAMA Internal Medicine*

“The opioid crisis appears to be worsening where marijuana has been legalized.”

At the start of the 2010-2016 period, the annual age-adjusted opioid death rate in legalizing and nonlegalizing jurisdictions was the same, with overlapping 95% CIs between 8.0 and 8.5 deaths per 100 000 people. Whereas the nonlegalizing states subsequently had no increase in their opioid death rate until 2014, the monthly rate in the legalizing jurisdictions increased steadily during 2010 through 2013 at 4.5% per year ($P < .001$), while 5 states and the District of Columbia legalized medicinal marijuana, and 2 states legalized recreational use. Thereafter, the legalizing jurisdictions' death rate distinctly accelerated, first to 16.4% per year ($P < .001$) until October 2015 and then to 33.5% per year ($P < .001$) as 12 more states approved medicinal marijuana and 2 more states and the District of Columbia approved recreational use. In the nonlegalizing states, the opioid death rate increased during 2014 through 2016 but more slowly (16.4% per year) than in the legalizing jurisdictions. In 2016, the mean (95% CI) age-adjusted death rate per 100 000 people was 18.2 (18.0-18.4) and 13.2 (13.0-13.4) in the legalizing and nonlegalizing jurisdictions, respectively. As of December 2016, the rate in the legalizing states and the District of Columbia was 52% higher than, and continuing to diverge from, the rate in nonlegalizing states. Areas under the joinpoint regression curves suggest that 20.34 (72%) of 28.19 additional deaths per 100 000 people during January 2010 through December 2016 occurred where marijuana was legalized.

The opioid crisis appears to be worsening where marijuana has been legalized, despite fewer opioid prescriptions, and as such, constitutes evidence for the gateway hypothesis and against the marijuana protection hypothesis. In any event, before other states rush to legalize marijuana and risk worsening the opioid crisis, the marijuana-opioid interaction should be more definitively researched.

COLORADO OPIOID-RELATED OVERDOSE FATALITIES



Lancet 2018 Study Conclusions

- No evidence that cannabis use improved patient outcomes;
- Those who used cannabis had **greater pain and lower self-efficacy in managing pain**
- No evidence that cannabis use reduced pain interference or exerted an opioid-sparing effect

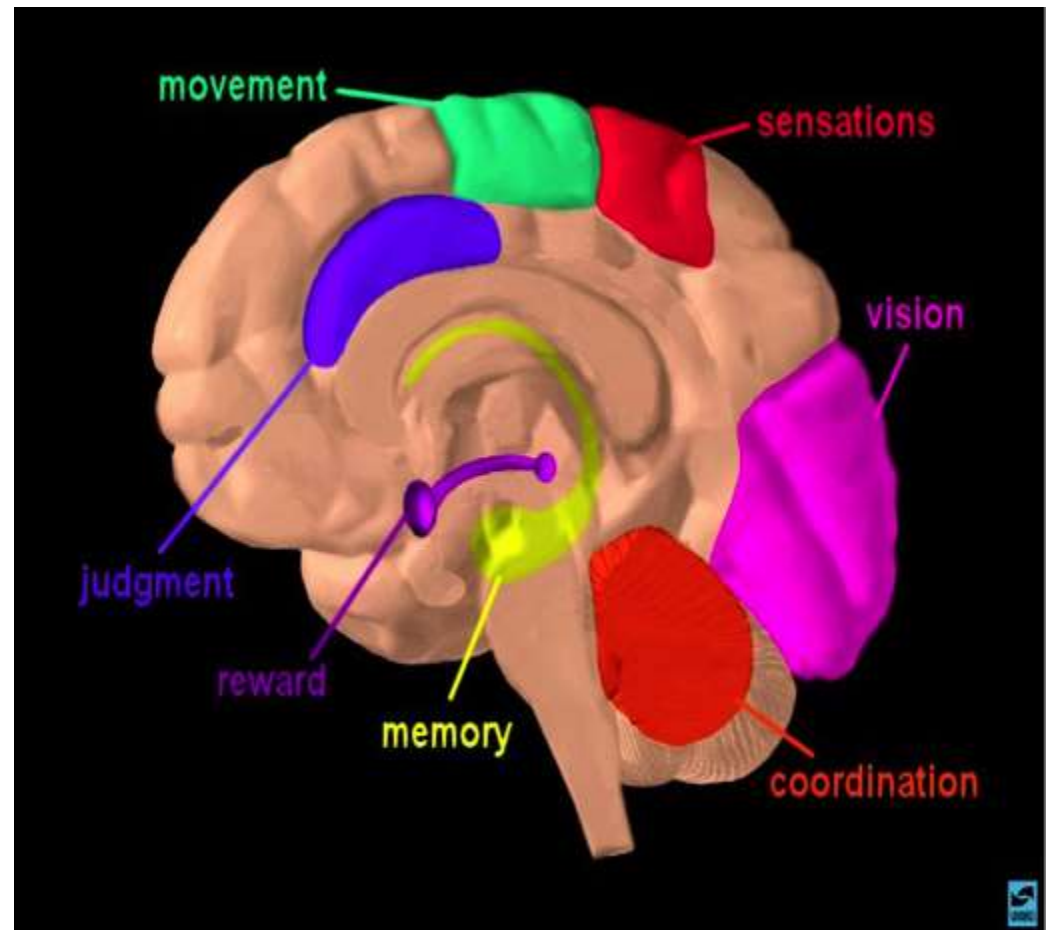
Cleveland Clinic stands firmly against prescribing medical marijuana to patients



Marijuana's effects on public health

Cannabinoid Receptors Are Located Throughout the Brain and Regulate a Host of Brain Activity

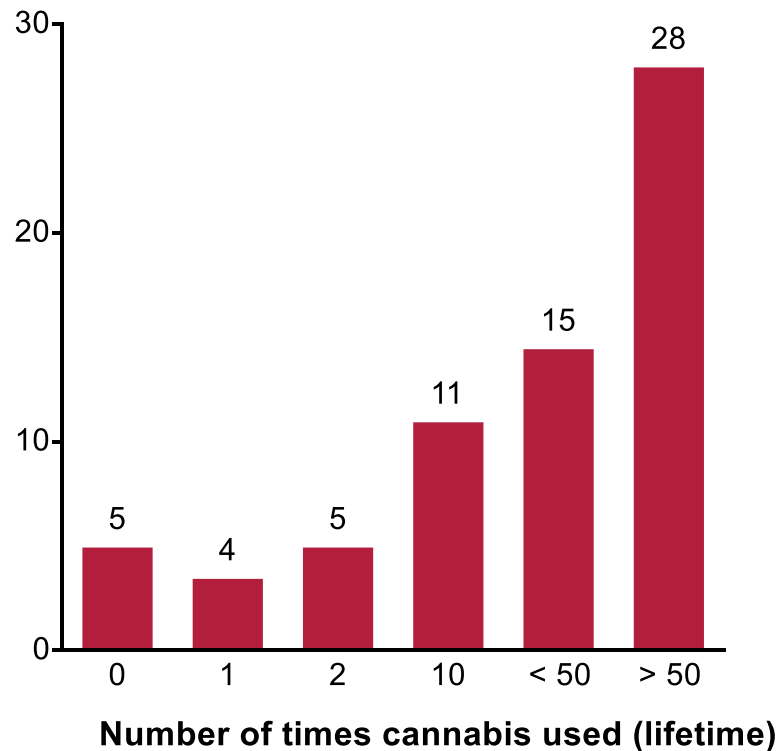
- Brain Development
- Memory & Cognition
- Motivational Systems & Reward
- Appetite
- Immunological Function
- Reproduction
- Movement Coordination
- Pain Regulation & Analgesia



Pot use is strongly correlated with psychosis

MORE MARIJUANA USE CORRELATES WITH HIGHER RATES OF SCHIZOPHRENIA

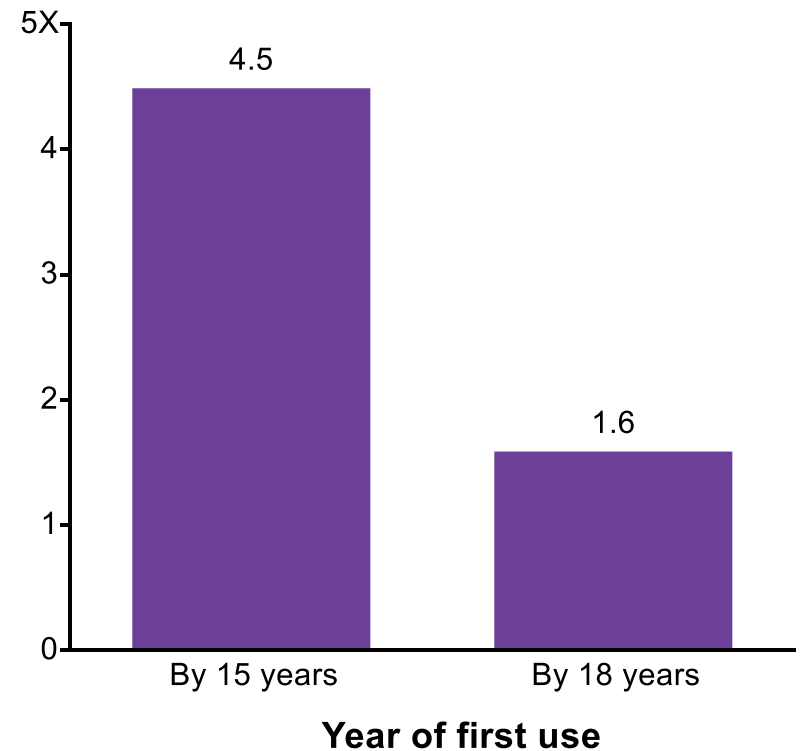
Cases of schizophrenia per 1,000 people



Study of Swedish Conscripts (n=45570)

EARLIER AGE OF USE CORRELATES WITH INCREASED SCHIZOPHRENIA RISK

Risk multiple for schizophrenia-like psychosis at age 26



Longitudinal prospective Dunedin study (n=1037)

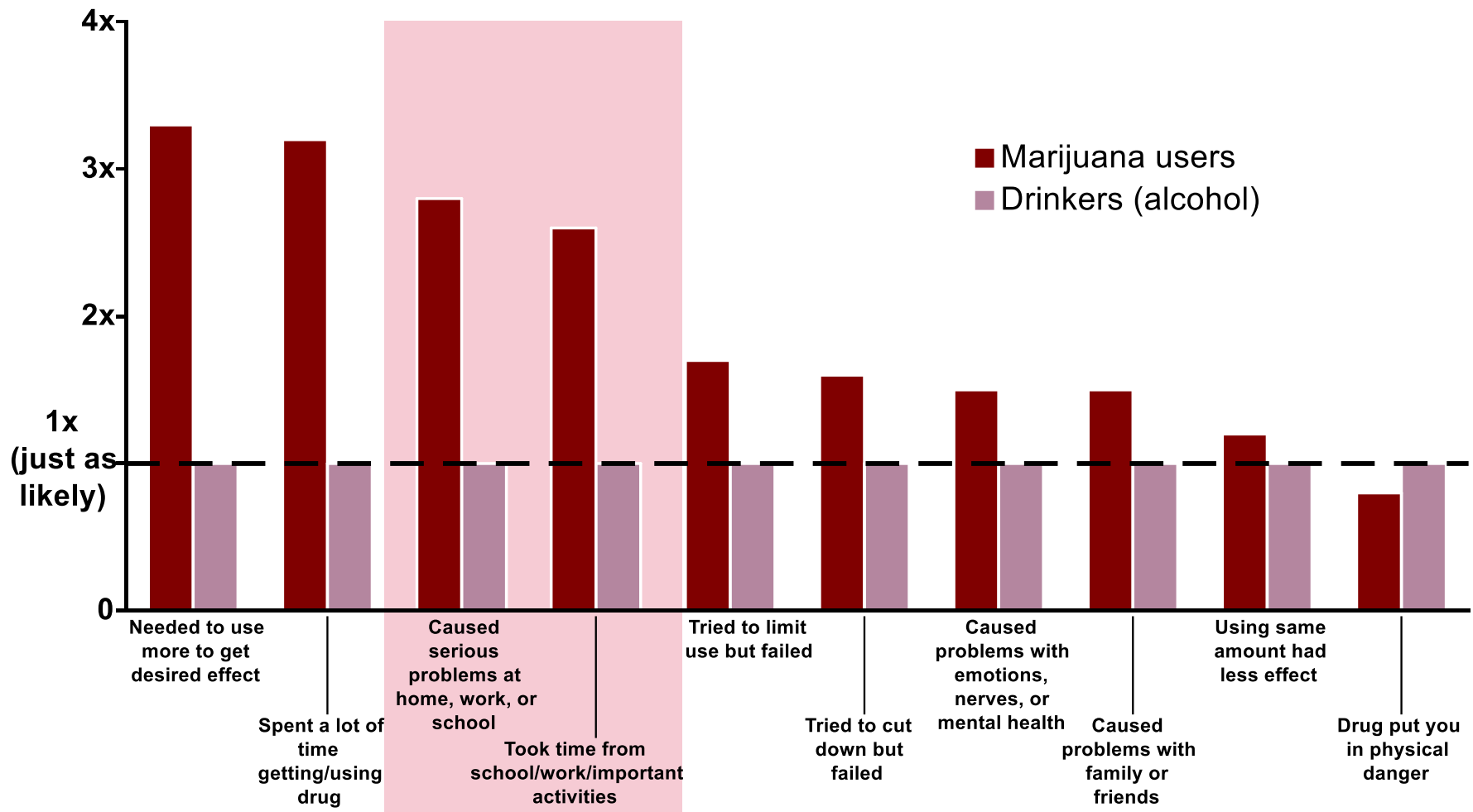
Lancet 2019 Population-Level Study Conclusions

5x

- Regular high potency marijuana users are 5 times **more likely to develop psychosis.**
- Compared to 3 times more likely for regular users of lower potency marijuana of the past.

“Safer than alcohol?” Not exactly...

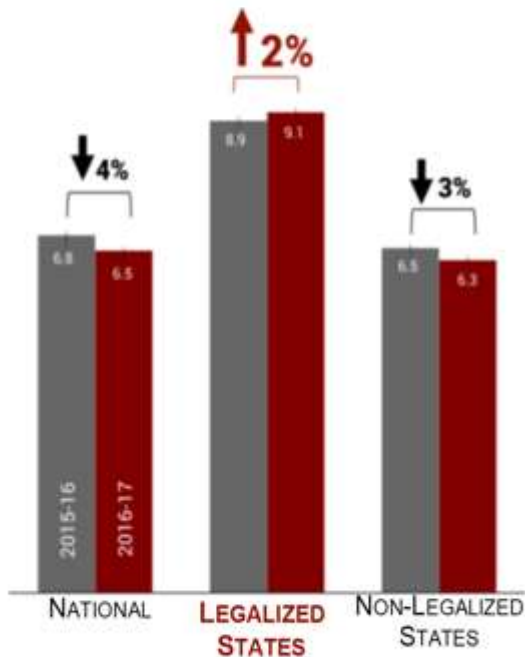
Relative frequency of problem



Colorado now #1 in the US for first-time use

YOUTH MARIJUANA USE CONTINUES TO RISE IN STATES THAT HAVE LEGALIZED.

PAST MONTH USE AMONG 12-17 YEAR-OLDS



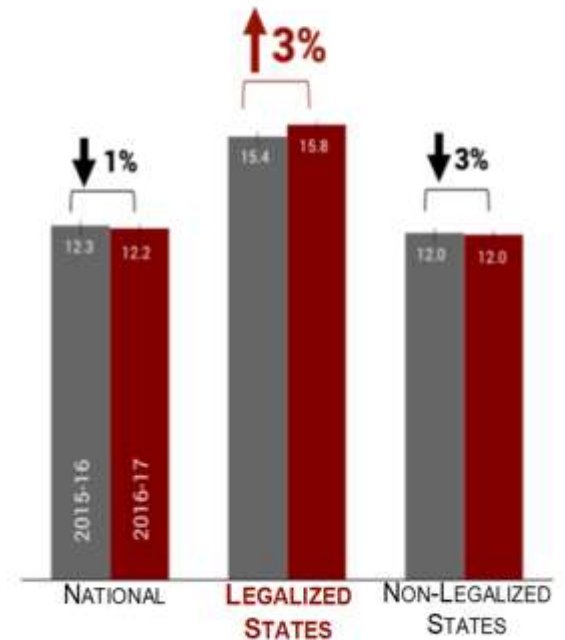
*Percent change represented as the calculated delta between years $\frac{[New-Old]/Old}$
NSDUH State Estimates, 2016-17

1 in 5 Youth
&
1 in 10 Young Adults

Who started using marijuana more than 3 years ago
have been diagnosed with
CANNABIS USE DISORDER
in the past 12 months.

Han et al., 2018
(Data from NSDUH, 2010-2017)

PAST YEAR USE AMONG 12-17 YEAR-OLDS



*Percent change represented as the calculated delta between years $\frac{[New-Old]/Old}$
NSDUH State Estimates, 2016-17

Today's marijuana

Not This...



...But This





(Ben Livingston, The Cannabist)

Stealth PUFFiT vaporizer

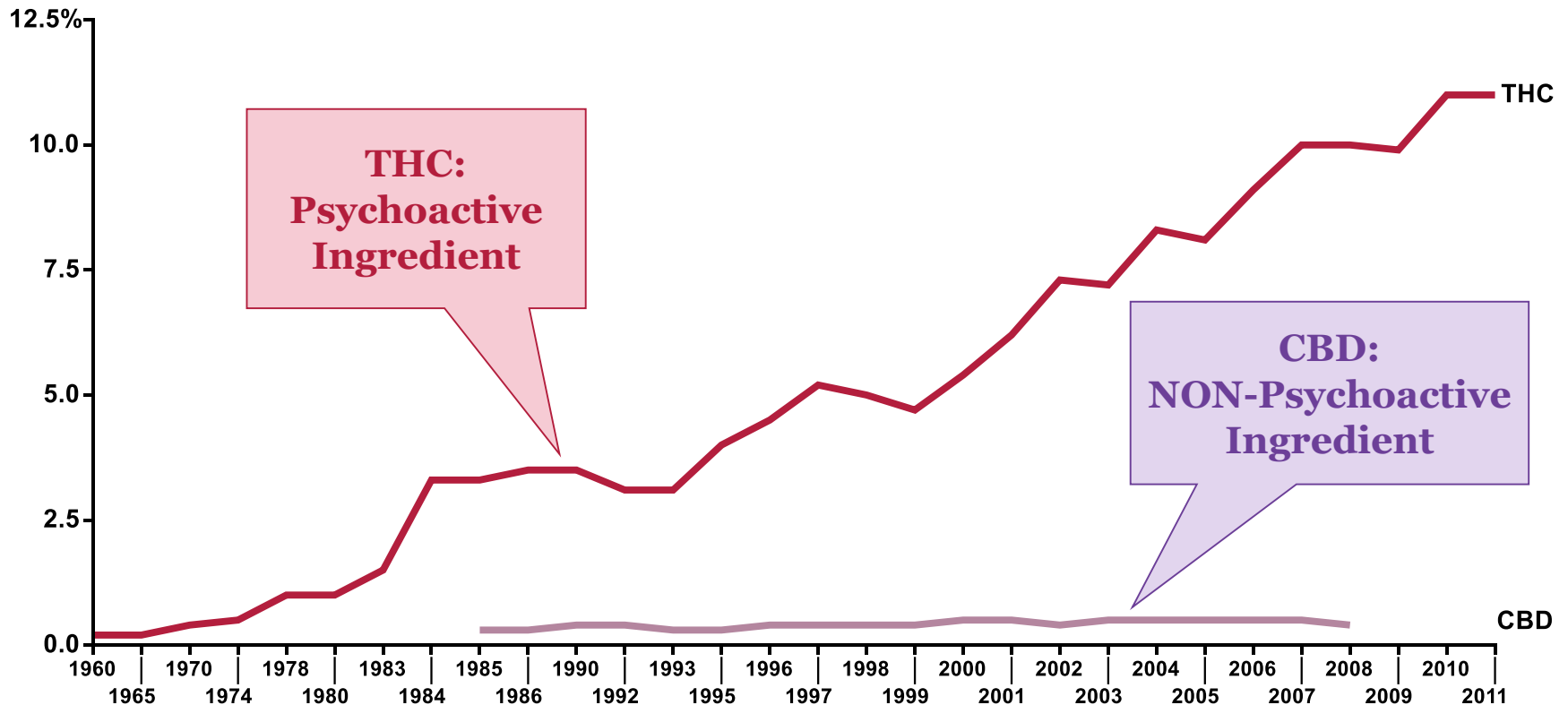
Relax bro—it's just a blowtorch.





Marijuana has become significantly more potent since the 1960s

Average THC and CBD levels
in the United States



CBD										0.3	0.3	0.4	0.4	0.3	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.4	
THC	0.2	0.2	0.4	0.5	1.0	1.0	1.5	3.3	3.3	3.5	3.5	3.1	3.1	4.0	4.5	5.2	5.0	4.7	5.4	6.2	7.3	7.2	8.3	8.1	9.1	10.0	10.0	9.9	11.0	11.0

- **97% THC levels make up more than 15% of the market**
- Flower products with THC levels between 10-15% only make up 2% of the market between 2014-2016

Marijuana is not “just a plant” anymore – derivatives contain up to 98% THC



“Green Crack”
wax



“Ear Wax”



Butane Hash Oil
(BHO)



Hash Oil Capsules



“Budder”

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“Shatter”

Marijuana is all about industry

The Industry Today



First 200* receive a gift bag containing one joint, one sample of premium flowers, and a Bite from Bliss Edibles

*with \$10 donation minimum



1



Kid-friendly: comes in shapes & colors attractive to children, like candy and soda

2

95%

Potent: often made w/ concentrates of up to 95% pure THC (joints are ~ 15% THC)

3



Aggressive marketing: free samples, billboard advertising, and other Big Tobacco tactics

4



Contaminants: In 2015, CO recalled 100s of thousands of edibles containing banned pesticides

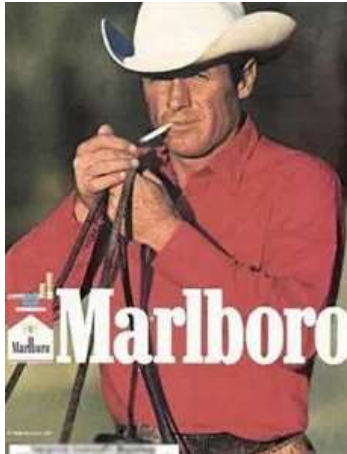
5



Fighting regulation: The pot industry has lobbied hard against regulation (e.g., warning labels, dosing rules, and bans on ads targeting kids)

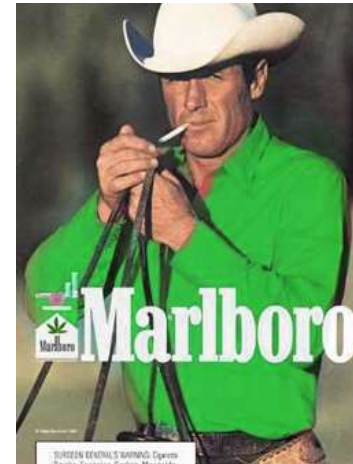
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Marlboro maker Altria nears deal to take 35 percent stake in leading e-cigarette company Juul, sources say

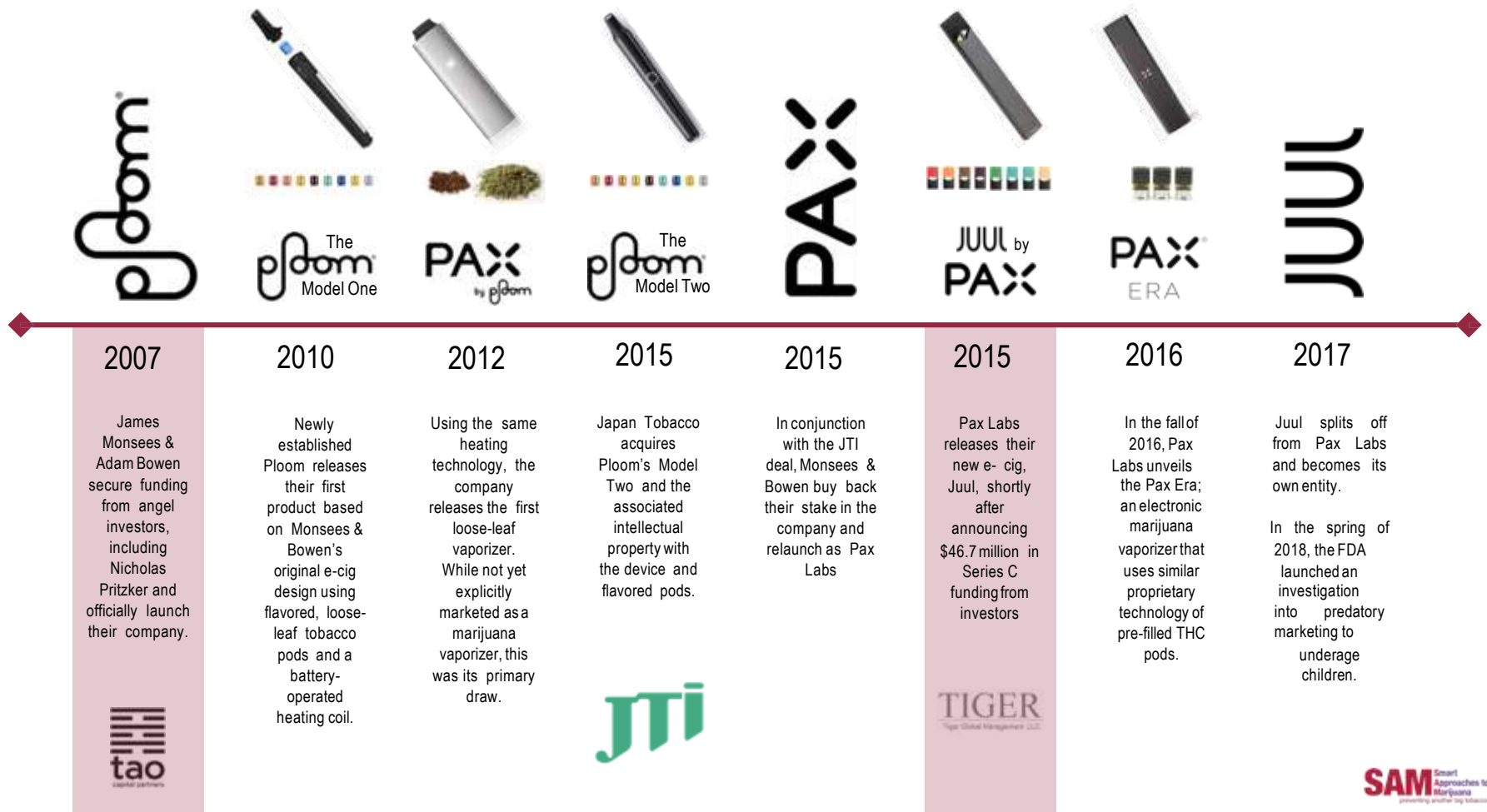
- Altria is nearing a deal to take a minority stake in e-cigarette company Juul, according to people familiar with the situation.
- Selling a portion of itself to Big Tobacco would mark a turning point for Juul, which has been under pressure because of the amount of teens reportedly using its products.

[Lauren Hirsch](#) | [Angelica LaVito](#)

Published 1 Hour Ago | Updated 20 Mins Ago



The Vape and Marijuana Industries Are Inextricably Linked



PAX is now explicitly a THC vaporizer company

PAX

PRODUCTS

STORE LOCATOR

SUPPORT

MY ACCOUNT



PAX 3



A vaporizer for both flower and waxy extracts.



SHOP PAX 3

PAX 2



A flower vaporizer to rediscover cannabis.



SHOP PAX 2

PAX Era



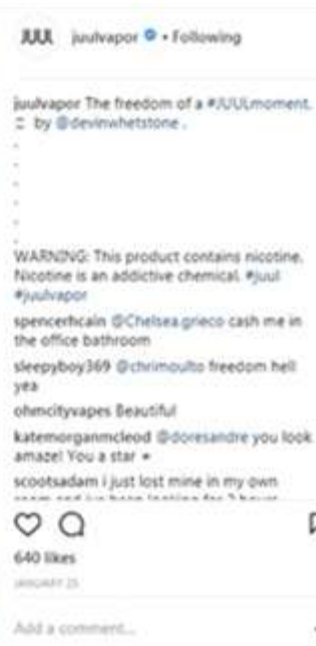
The effortless system for cannabis oils.



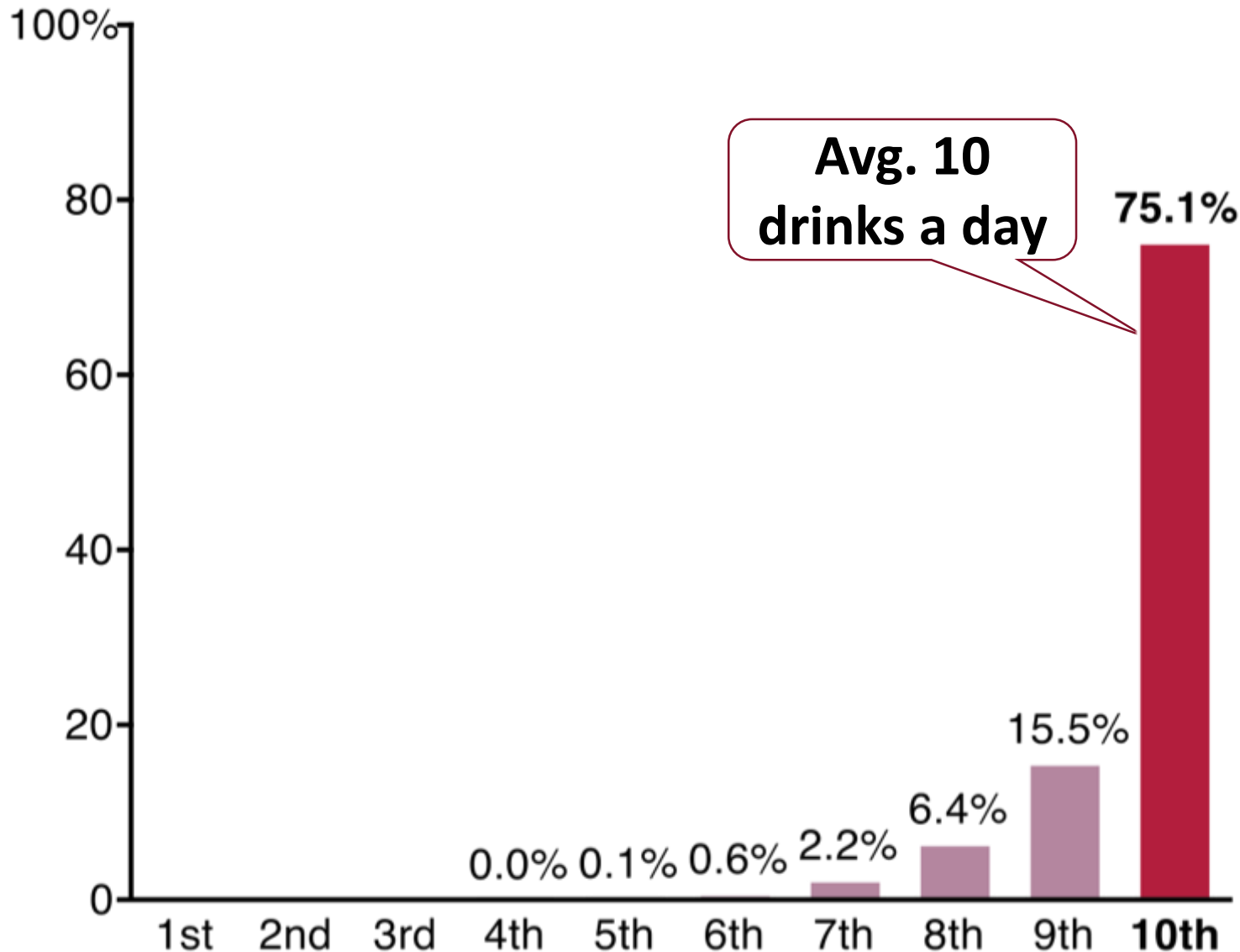
SHOP PAX ERA

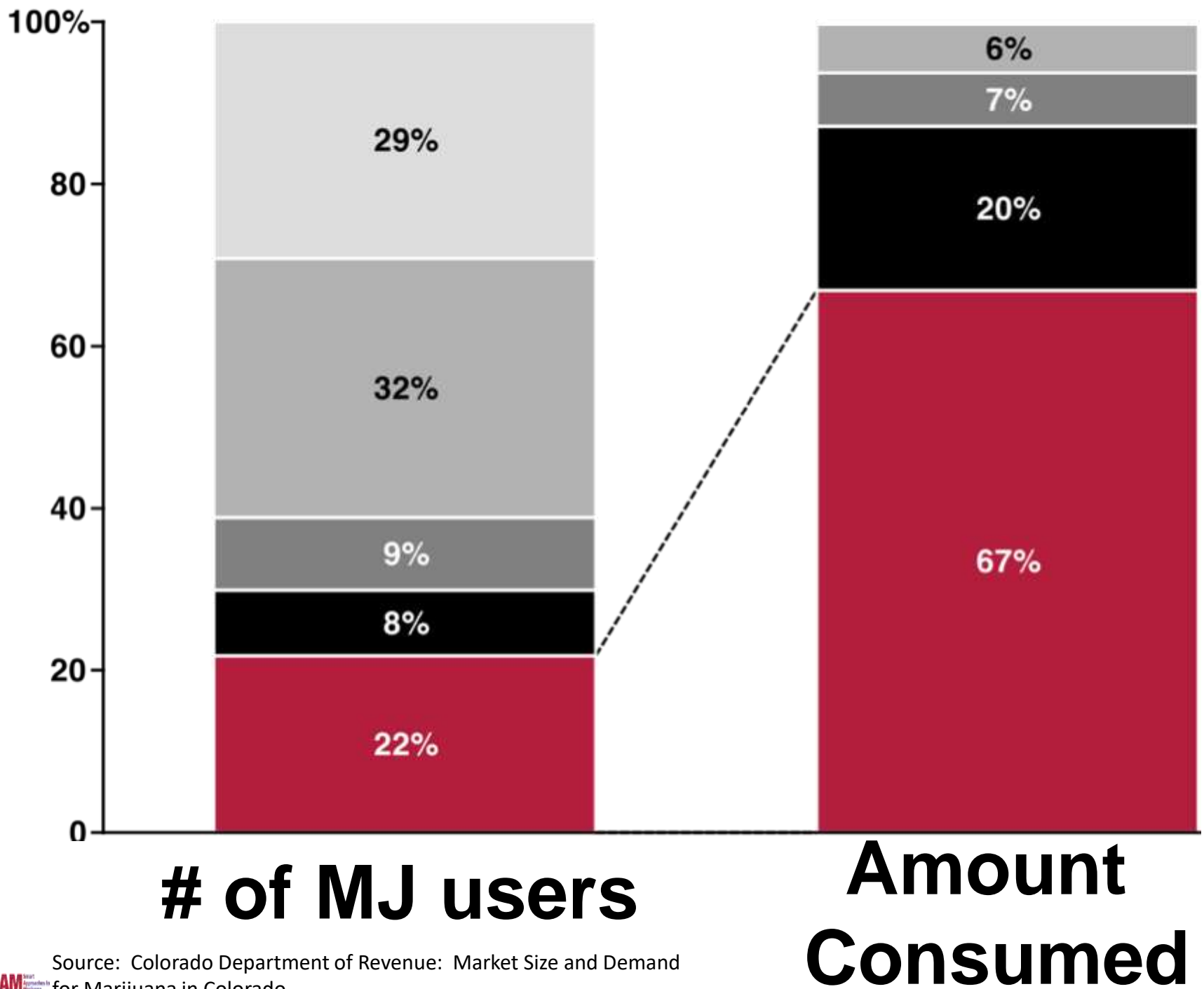
SAM Smart Approaches to Marijuana
preventing another big failure

Silicon Valley start-up, Juul, used savvy social media marketing strategies to promote a trendy image associated with their products. They are currently under investigation by the FDA.

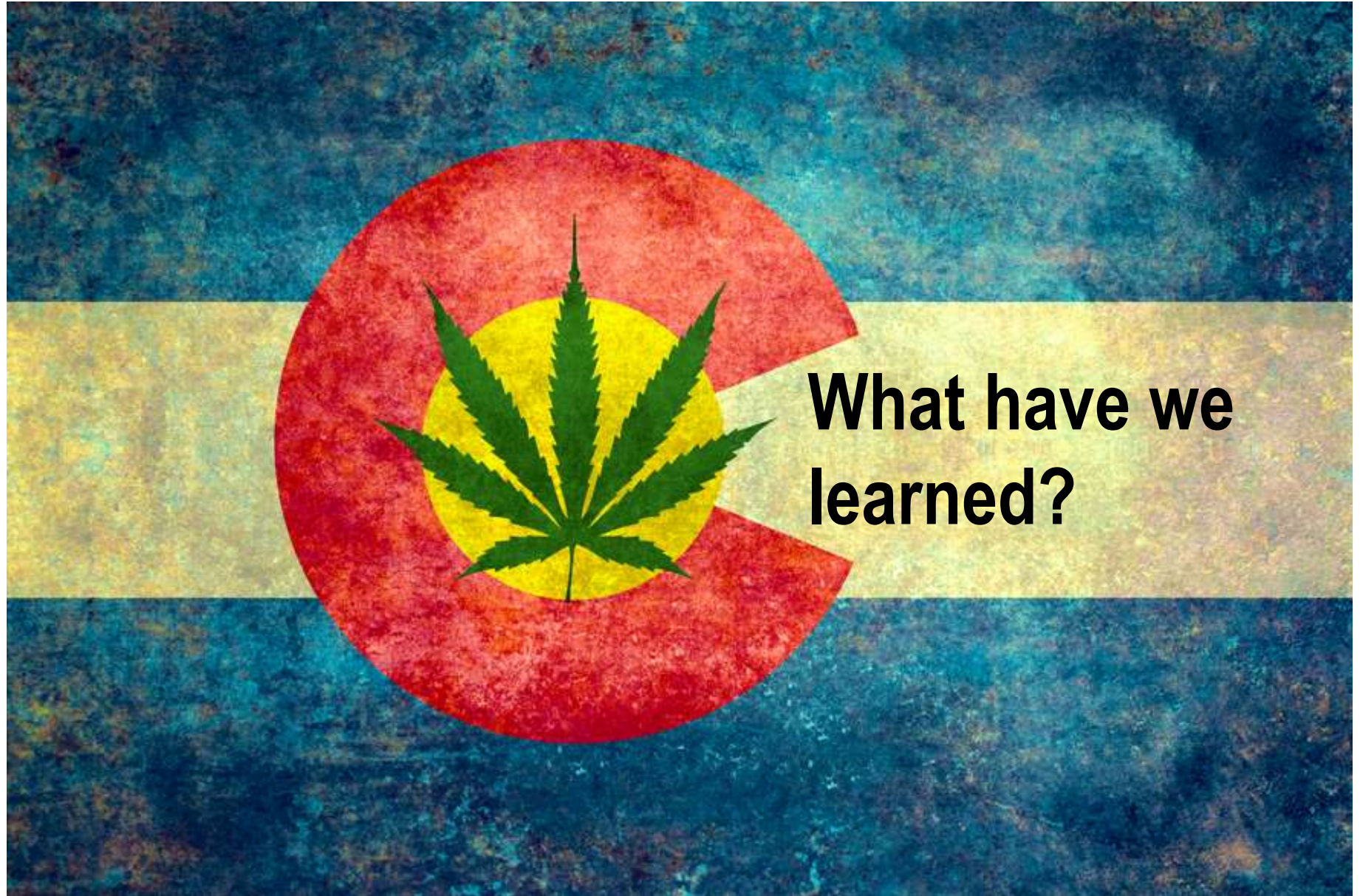


The top 10% of the population make up 75% of the alcohol industry's U.S. sales





Source: Colorado Department of Revenue: Market Size and Demand for Marijuana in Colorado



**What have we
learned?**

70% of marijuana dispensaries in Colorado recommended THC products to pregnant women.

- **Medical dispensaries were more likely to recommend marijuana products than retail dispensaries: 83% and 60% respectively**
- Marijuana's effects on developing babies could include low birth weight, and other developmental problems – including fatal anencephaly

Source: Denver Health (2018)

Journal of Pediatrics (2018)

- THC remains in breastmilk **up to 6 days** after use of marijuana.
- AAP released statement on 8/30/18 advising pregnant and breastfeeding mothers to **avoid the drug completely**.



MARIJUANA
ACCOUNTABILITY
COALITION



2019 Colorado Health Department Report

- **400% increase** in marijuana poisonings of children 0-9 years of age
- 23,009 homes with children **are not storing marijuana products safely.**
- 32,800 homes where children 1-14 years of age **are exposed to second-hand marijuana smoke.**



Kyle Clark ✓

@KyleClark

Following



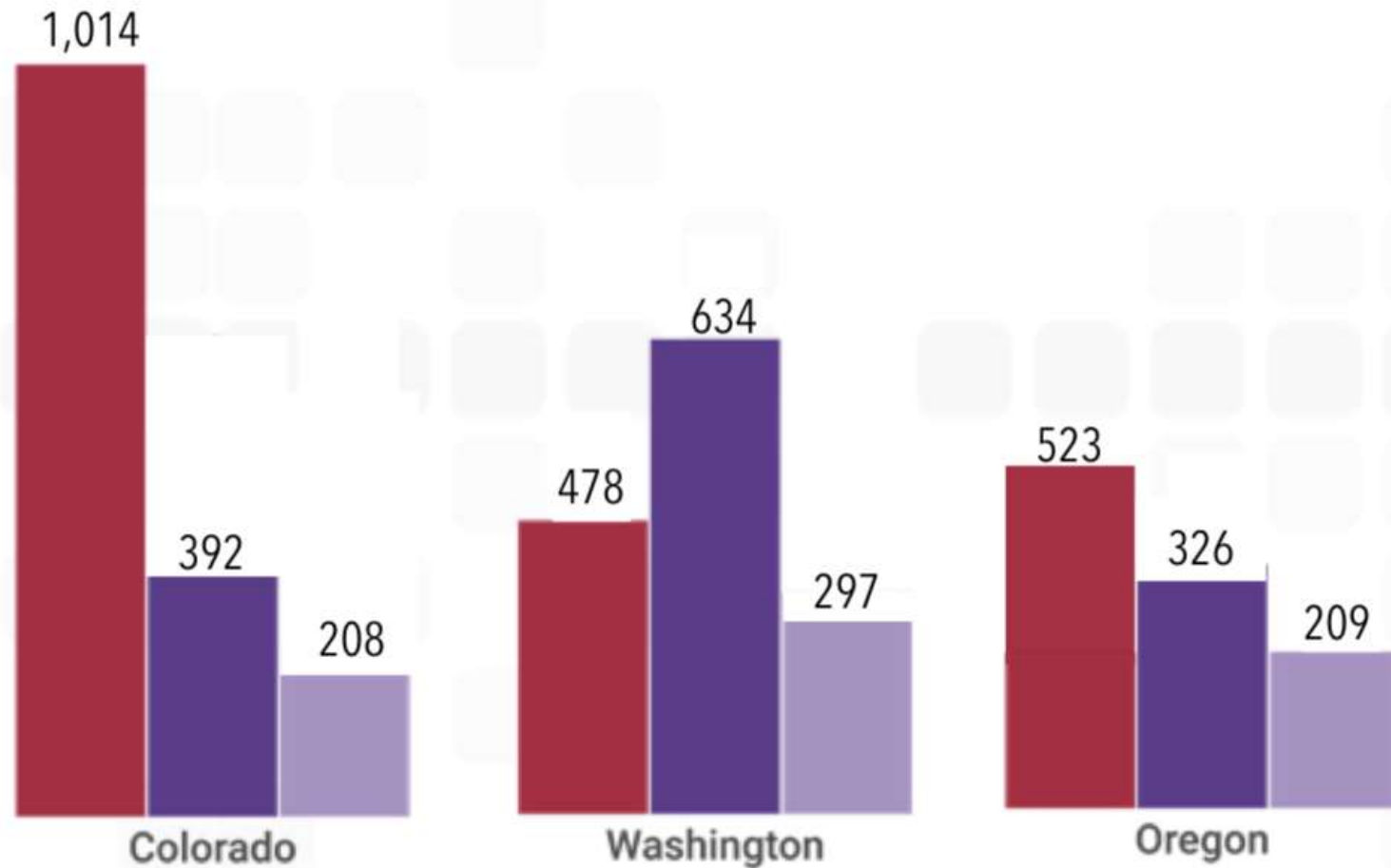
Leaving the @CO_Symphony Gala at The Fillmore, I'm accosted on the sidewalk by a remarkably high woman. Lady nearby turns and says "And that's The Most Colorado Thing You've Seen Today!" 🙌

Just bought some Girl Scout cookies outside a pot shop. You got to love America. #girlscoutcookies

#9News

10:15 PM - 28 Apr 2018





● Licensed Marijuana Dispensaries ● Starbucks ● McDonalds

2017

SOURCE: Colorado Department of Revenue; Starbucks Coffee Company, Corporate Office Headquarters; McDonalds Corporation, Corporate Office

Results of Legalization

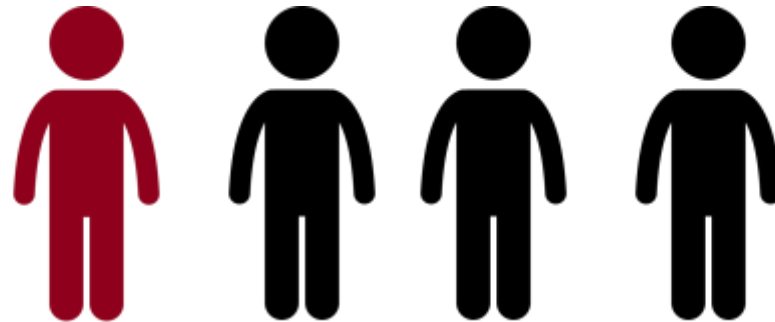
Commercialization

- CO now #1 first-time youth use rate in the country
- Rampant advertising/commercialization
- A thriving underground market – white, grey, and black.

Promotion of Special Interests

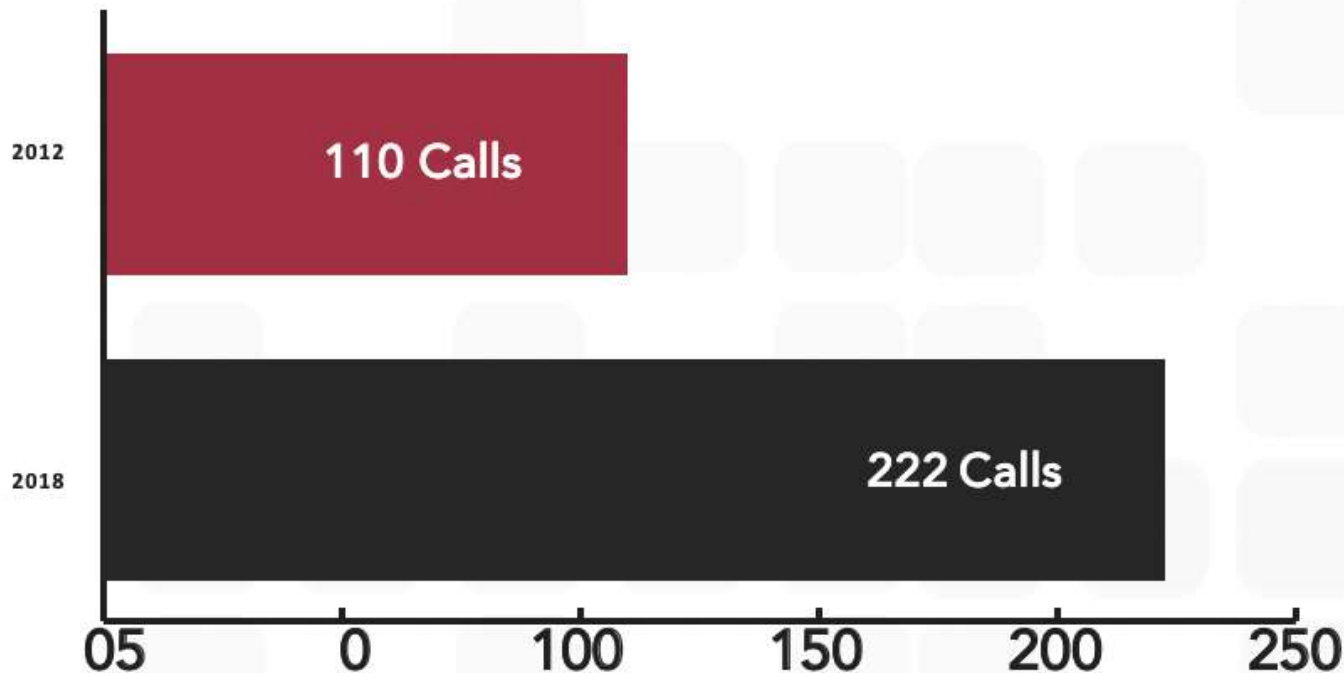
- THC caps have failed (State of CO)
- Limit on # and location of stores have failed (Denver)
- Money diverted to general fund (eg WA)

Monitoring the Future Data (2018)

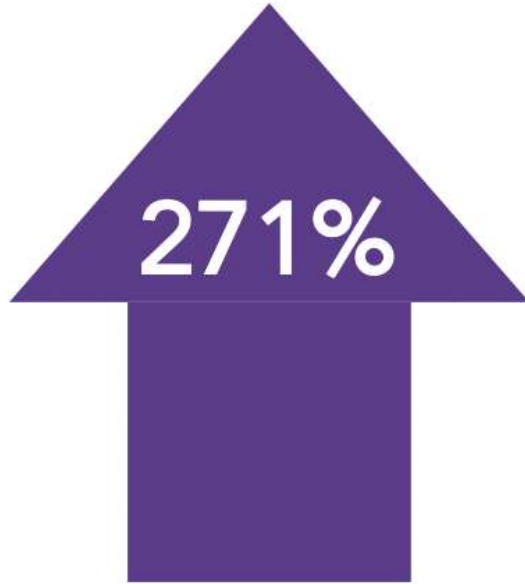


One in four 12th graders would try marijuana, or increase their use of the drug *if marijuana were legalized*.

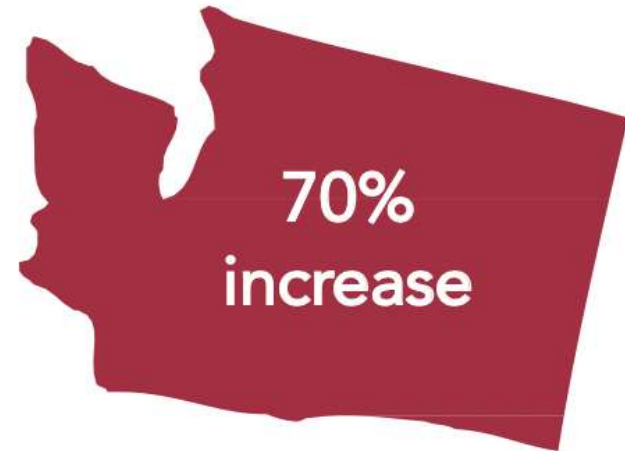
MARIJUANA EXPOSURE CALLS TO COLORADO POISON CONTROL CENTERS



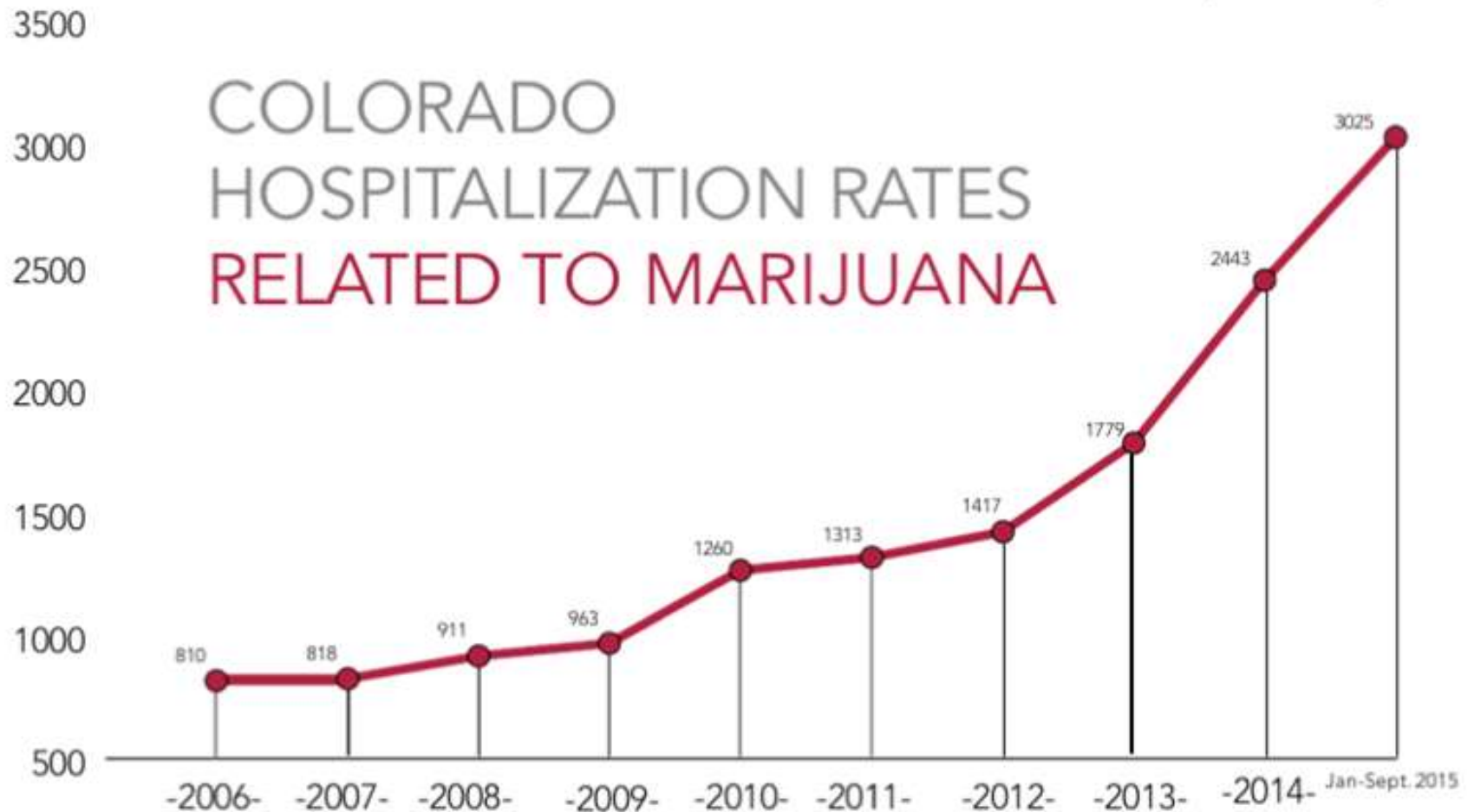
Since legalization, total marijuana exposure calls to Colorado poison control centers have more than doubled (110 calls in 2012 to 222 calls in 2018). The largest increase is among children 0-8 years old that suffered unintentional exposure to marijuana (Colorado Department of Public Health and Environment, 2019).



Marijuana-related cases for children under 5 year old reported to the Oregon Poison Center rose by 271% between 2014 and 2017 (Oregon Poison Center, 2018).



Washington State has seen a 70% increase in marijuana-related calls to the Washington poison center between the three years before and after legalization (Washington State Office of Financial Management, 2017).

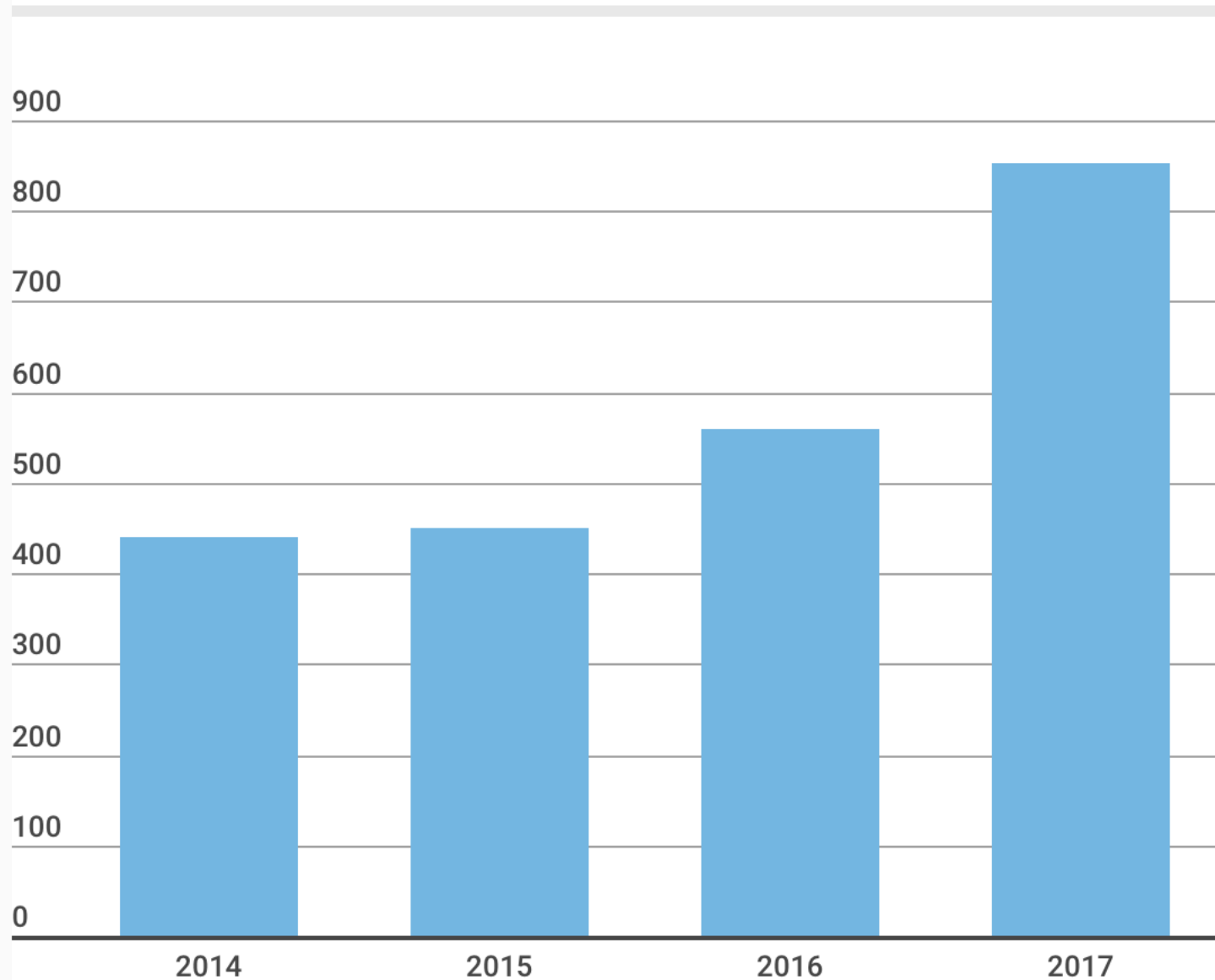


Source: Colorado Department of Public Health and Environment, Monitoring Health Concerns Related to Marijuana in Colorado: 2016

Marijuana-Impaired Driving Fatalities are Skyrocketing

- **Colorado:** 151% Increase since legalization
- **Washington State:** More than doubled since legalization
- **Oregon:** 50% of all drivers assessed tested positive for marijuana-impairment after legalization

Marijuana-only DUI arrests in Washoe County (NV)

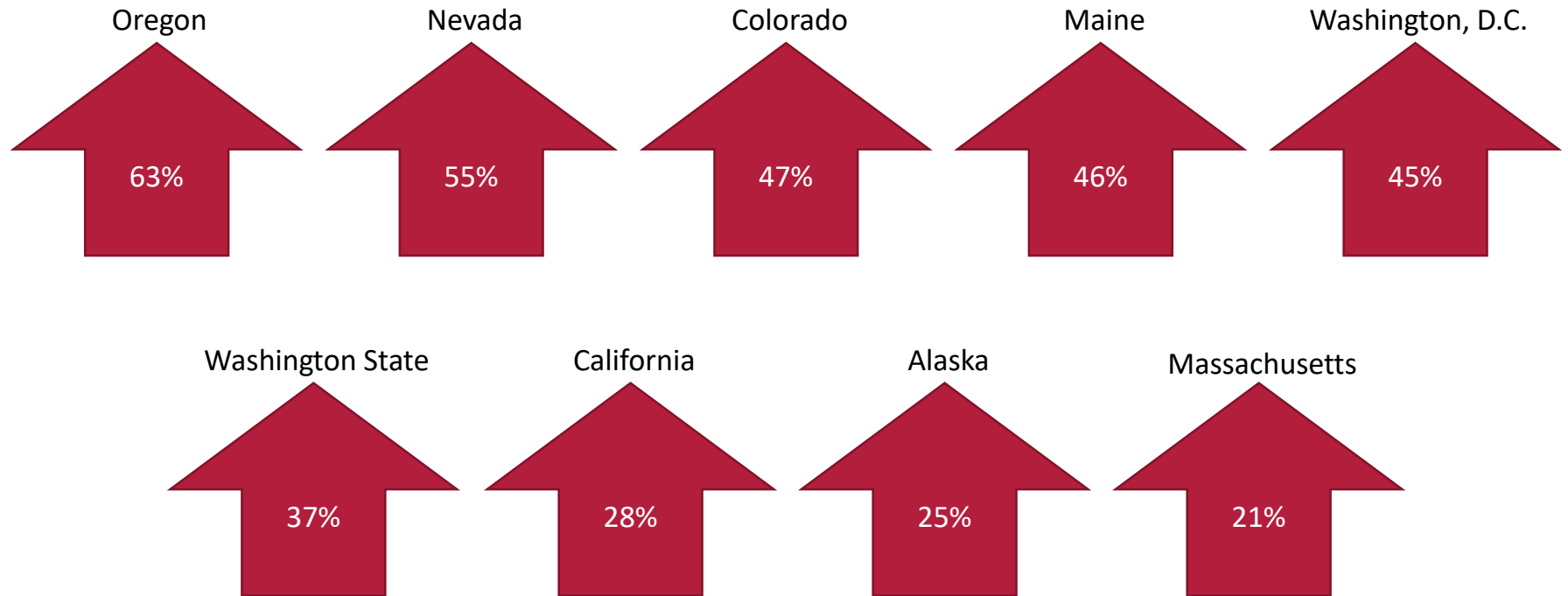


Washington Traffic Safety Study (2018)

- Marijuana-impaired driving fatalities have more than doubled
- **One in five drivers** are under the influence of marijuana. That is up from one in ten prior to legalization.
- 64.2% of respondents who reported using marijuana and driving **stated that they didn't think that it impaired their ability to drive at all.**
- Drivers who admit to driving within three hours of using marijuana are also more likely to drink and drive, not wear a seat belt, and binge drink

Workplace & Economy

Workplace Positivity Since Legalization



In the general workforce, marijuana positivity increased
**4% from last year while it increased nearly
8% in the safety-sensitive workforce.**

Source: Quest Diagnostics (2018)

Increases in positivity rates for marijuana in the general U.S. workforce were most striking in states that have enacted recreational use statutes since 2016. Those states include: Nevada (43%), Massachusetts (14%) and California (11%). These three states also saw significant increases in marijuana positivity in federally-mandated, safety-sensitive workers: Nevada (39%), California (20%), and Massachusetts (11%). Federally-mandated, safety-sensitive workers include pilots, rail, bus and truck drivers, and workers in nuclear power plants, for whom routine drug testing is required by the DOT.



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Nevada bans rejecting job applicants over marijuana use

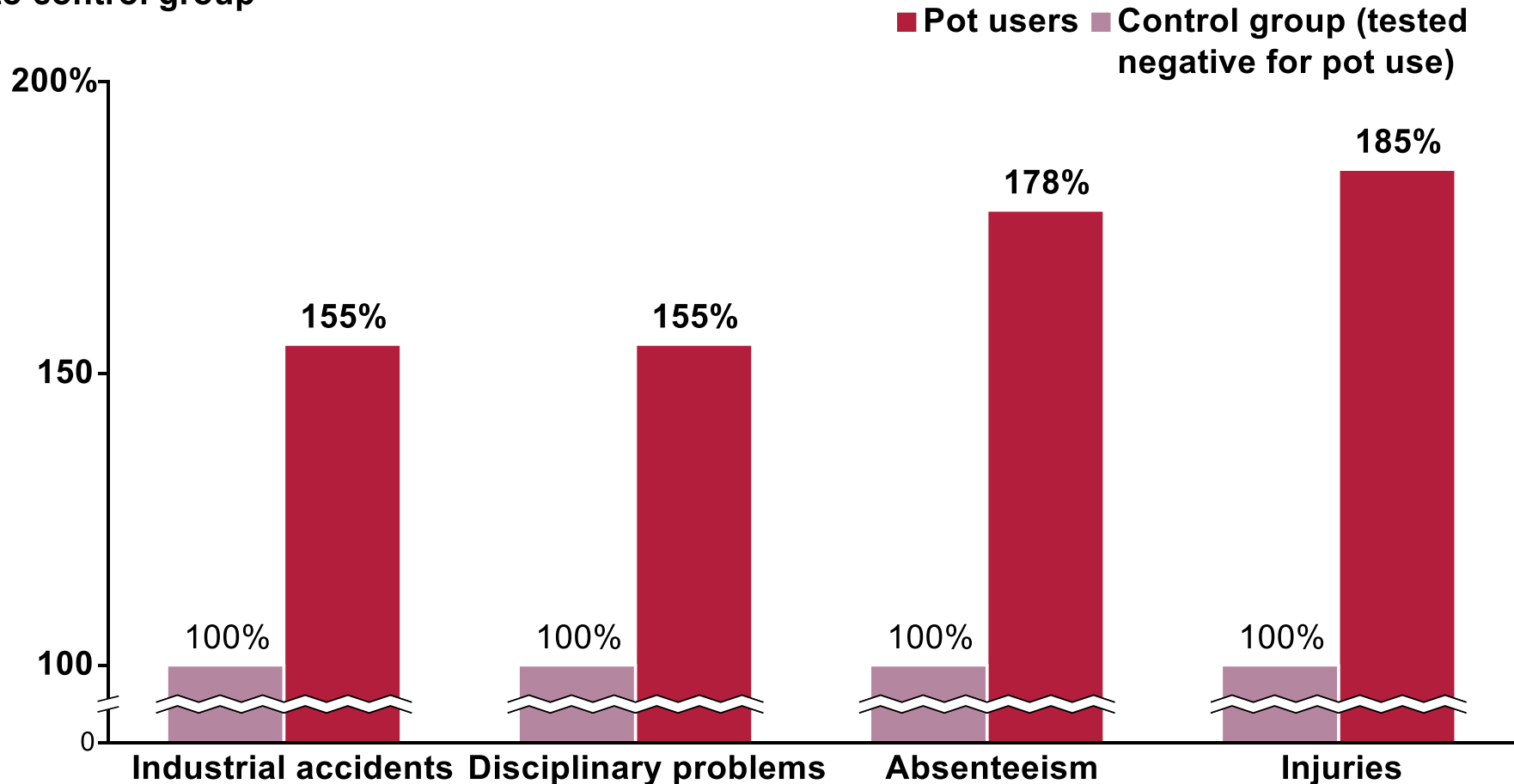
BY IRINA IVANOVA

JUNE 13, 2019 / 12:03 PM / MONEYWATCH



Accidents, injuries, absenteeism, and disciplinary problems among pot users all increase costs

Incidence of problem compared to control group



Drug use is forcing CO employers to hire out-of-state employees



- “Jim Johnson [construction company GE Johnson’s CEO]...said his company has encountered **so many job candidates who have failed pre-employment drug tests** because of their THC use that **it is actively recruiting construction workers from other states.**”

A State's Rights Issue?

Authorities say they've intercepted thousands of shipments of marijuana leaving Colorado, destined for sale on the black market in other states.

Authorities say they've intercepted thousands of shipments of marijuana leaving Colorado, destined for sale on the black market in other states.

A map of the United States with states colored in light blue, dark blue, or orange. The central region, including Colorado, is dark blue. Several states are light blue, and D.C. is orange. Arrows point from the central region to various other states and D.C., indicating migration patterns.

Janet Loehrke, USA TODAY



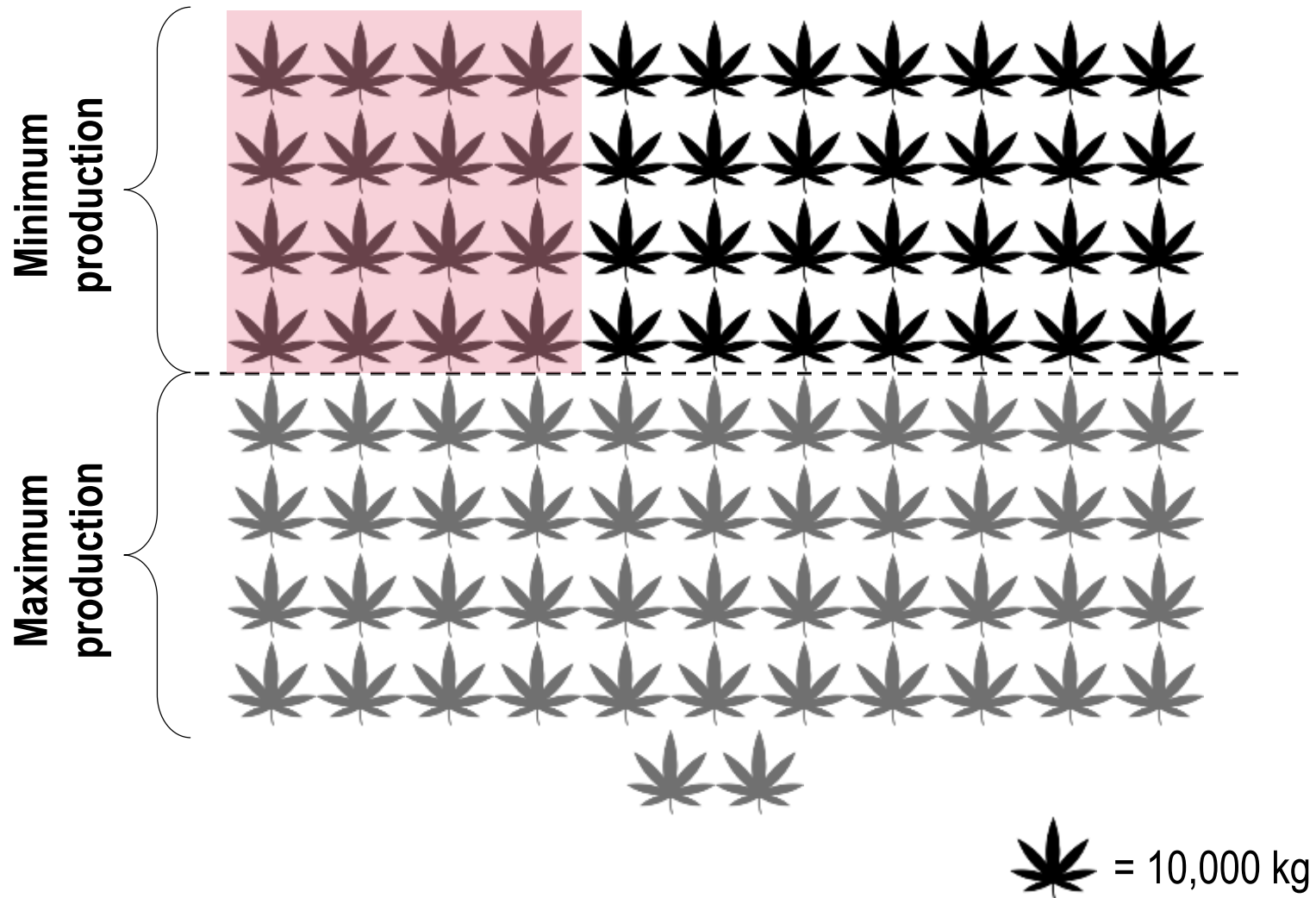
Foreign cartels embrace home-grown marijuana in pot-legal states

Foreign gangs are finding that black-market marijuana is profitable even in states that have legalized cannabis.



Crime & Justice

Just 18 to 30 percent of Oregon's marijuana is sold legally



Oregon Secretary of State Issues Scathing Audit of Marijuana Regulations

3%

of pot shops have been inspected.

"Oregon's marijuana testing program cannot ensure that test results are reliable and products are safe."

MARIJUANA RELATED CRIME AND OFFENSES SINCE LEGALIZATION

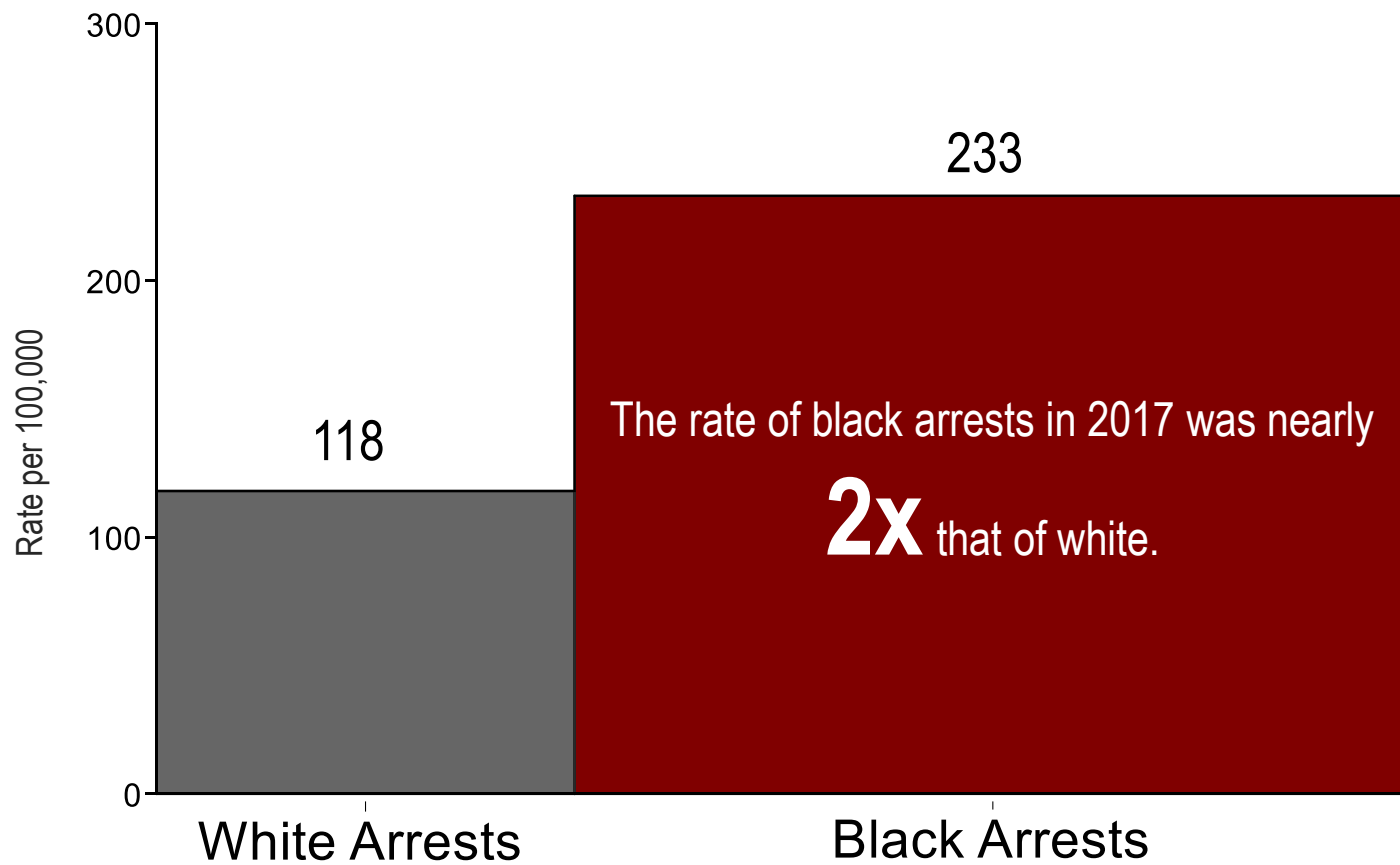


One hundred three (103) law enforcement agencies reported 6727 qualifying incidents in 554 public schools during the 2015-16 academic year, from August 1, 2015 through July 31, 2016.

CRIMES AND OFFENSES IN PUBLIC SCHOOLS, 2015-2016

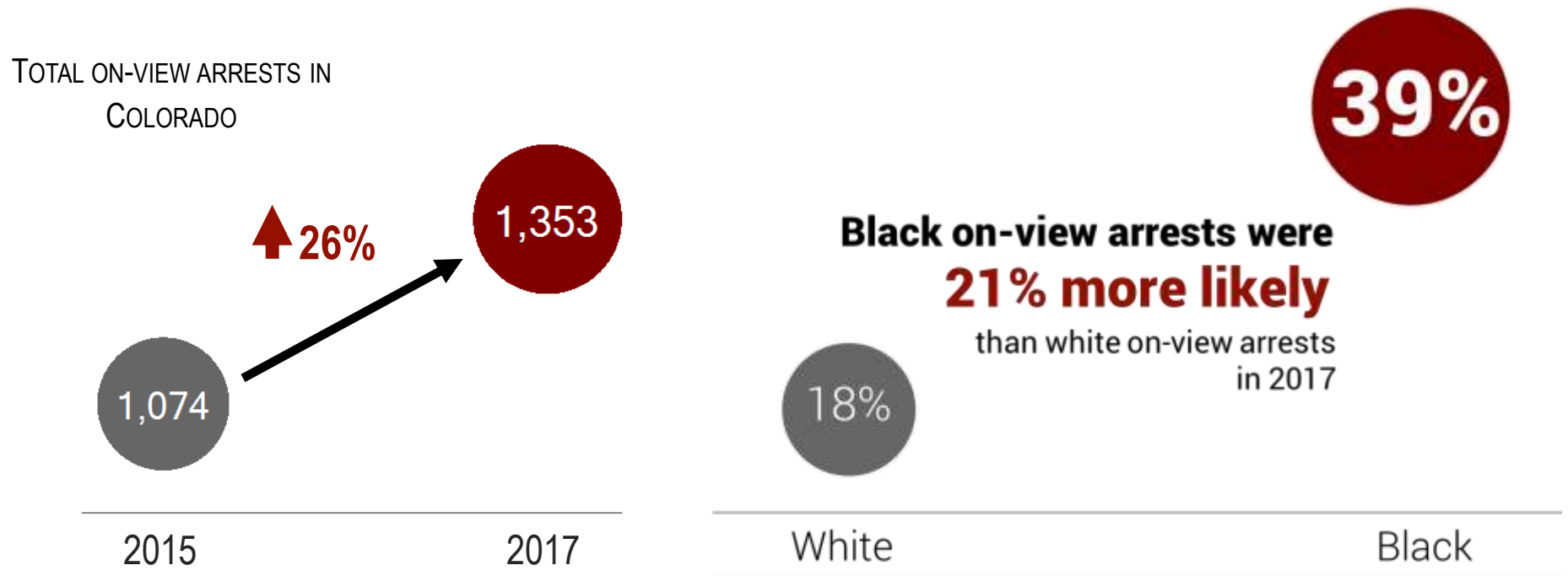
OFFENSE	N	%	CUMULATIVE %
Marijuana (#1)	1561	23%	23%
Assault	834	12%	36%
Disorderly Conduct/ Fighting	814	12%	48%
Public Peace	666	10%	58%
Dangerous Drugs	420	6%	64%
Larceny/Theft	341	5%	69%
Liquor/Alcohol	297	4%	73%
Tresspass	260	4%	77%
Obstruct	206	3%	80%
Harassing Communication	203	3%	83%
Other/Unclear	194	3%	86%
Weapon Offense	141	2%	88%
Tobacco	127	2%	90%
Damage Property	120	2%	92%
Traffic Offense	91	1%	93%
Sexual Assault/Offense	76	1%	94%
Warrant	57	1%	95%
Criminal Mischief	47	1%	96%
Runaway/ Missing Person	41	1%	97%
Interference with Educ Inst	39	<1%	97%
Truancy	36	<1%	98%
Burgary	33	<1%	98%
Menacing	26	<1%	99%
Arson	25	<1%	99%
Robbery	20	<1%	99%
Curfew	16	<1%	100%
Family/Child Offense	12	<1%	100%
Vehicle Theft	8	<1%	100%
Fraud/Forgery	5	<1%	100%
Kidnapping	5	<1%	100%
Invasion of Privacy	2	<1%	100%
Total	6727	100%	100%

Source: Colorado Department of Public Safety, 2017



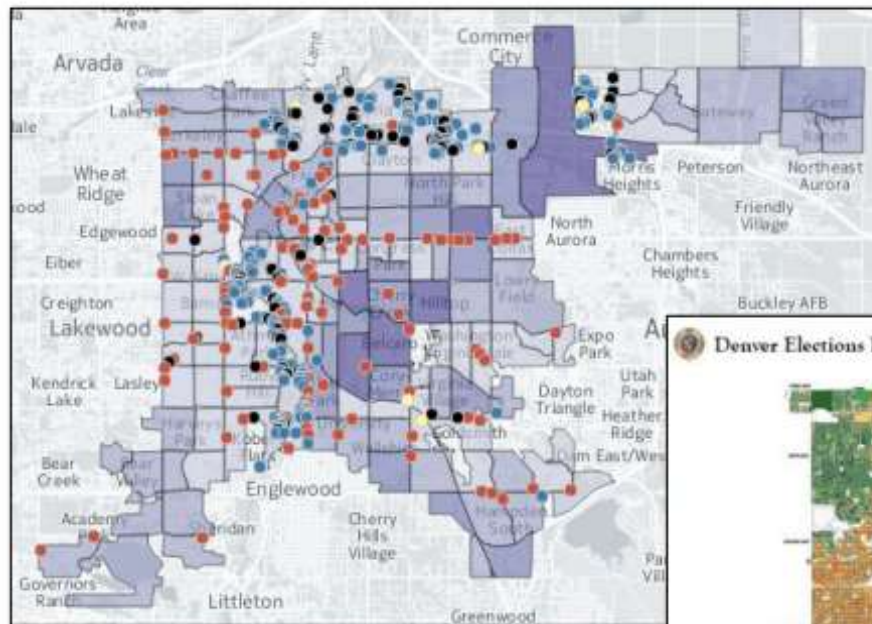
Colorado Dept. Public Safety, 2018

In Colorado, African-Americans were disproportionately arrested without a warrant or previous incident report in 2017.



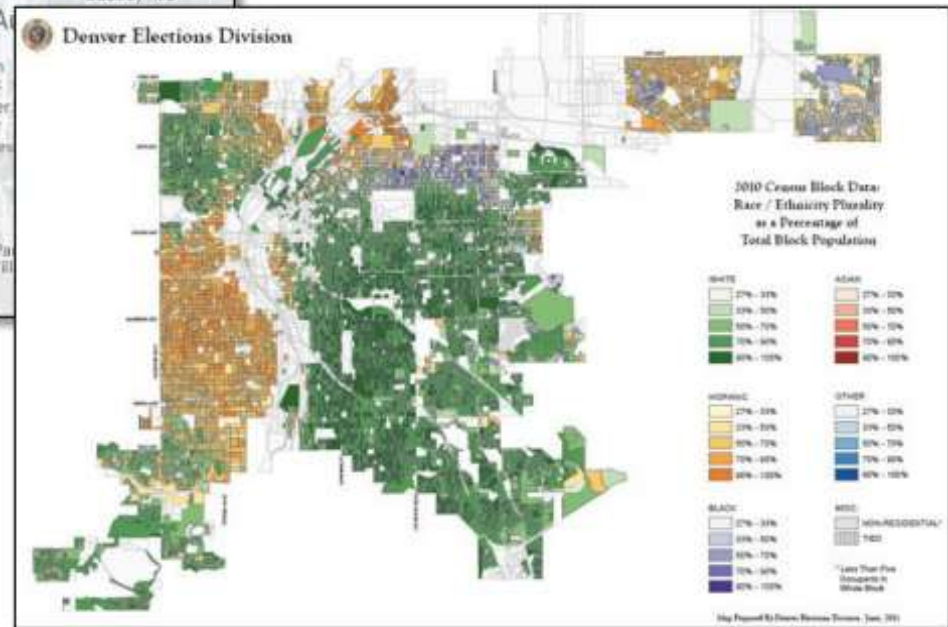
Colorado Dept. Public Safety, 2018

MARIJUANA BUSINESSES IN DENVER ARE CONCENTRATED IN NEIGHBORHOODS OF COLOR



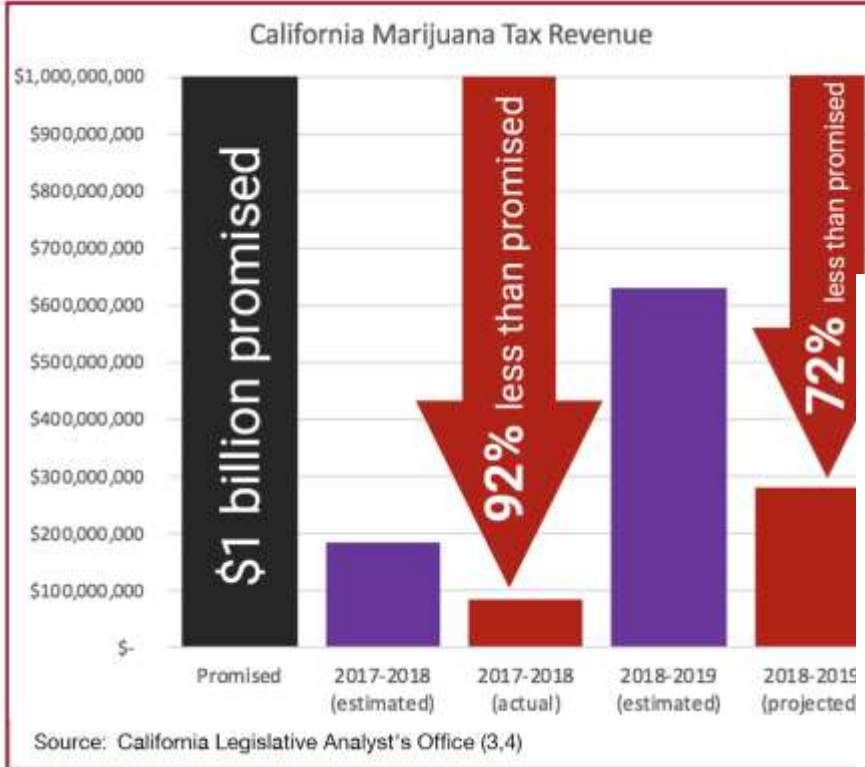
Locations of pot businesses
(dots represent businesses;
neighborhoods shaded
by income; lighter =
lower-income)

Denver neighborhoods
colored by race/ethnicity:
green = White; orange =
Latino; purple = Black;
red = Asian; blue = Other



Tax Revenue?

Revenues V Reality



Marijuana Taxes as a Percent of State Budgets

State	Percent of Budget
Colorado	0.78%
Washington	0.30%
Oregon	0.24%
Alaska	0.12%
California	0.20%

THE DENVER POST

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OPINION > OPINION COLUMNISTS

Why pot taxes can't solve Colorado's budget problems

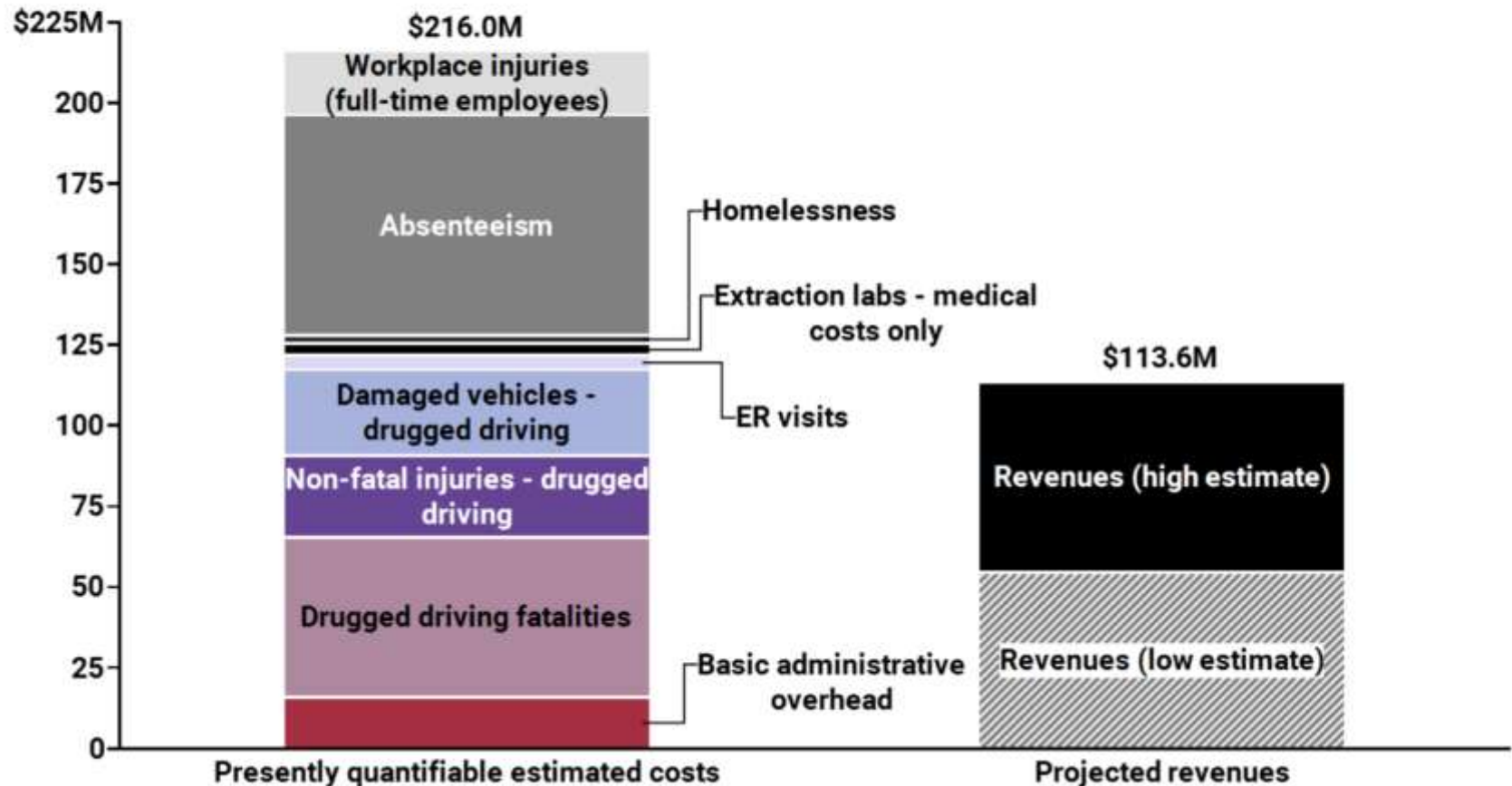


By **CHRIS STIFFLER**



In CT, estimates of just a few costs outweigh projected revenues by over 90%

Estimated value for 2020
(in millions of 2016 dollars)



How did marijuana fare in the 2018 elections?

North Dakota

ND group forms to point out negative health effects of recreational marijuana

By Barry Amundson on Oct 9, 2018 at 5:42 p.m.



Measure 3 goes up in smoke

Measure 3

424 of 424 Reporting

No

Yes

59%

192,965

41%

131,585

Michigan

Michigan Proposal 1		
Result	Votes	Percentage
✔ Yes	2,346,713	55.90%
No	1,851,679	44.10%



The Jury is Still Out...

Does the Public Support Marijuana Legalization?

POLITICS OCTOBER 25, 2017

PRINT



Record-High Support for Legalizing Marijuana

by Justin McCarthy

STORY HIGHLIGHTS

Quinnipiac UNIVERSITY Poll

January 11, 2018 - Dreamers Should Stay, American Voters Say 8-1, Quinnipiac University National Poll Finds; Do Not Enforce Federal Pot Laws, U.S. Voters Say 3-1

Marijuana Polls With 1 Overwhelming Consensus: Legalize

Americans continue to support legalization of marijuana, now saying its use should be made legal. Public support Gallup has found for the legalization of marijuana is the highest of measurement.

The divide between Congress and the American public over pot couldn't be more pronounced.



Sean Williams (TMFUltraLong)
Jan 14, 2018 at 11:41AM

How You Ask the Question Is Key

- Most polls pose a binary question: legalization or criminalization
- The public equates decriminalization and legalization
- But there is a **significant** difference

Example: Support for Legalization Drops 20 Points

NY state poll, 600 voted in 2016 election, Emerson College (Nov 30-Dec 2, 2017)

Question: Do you think the use of marijuana should be made legal for adults aged 21 and older?

Yes: 60%

No: 29%

Unsure: 11%

Question: Knowing that personal marijuana possession is already decriminalized and medicalized in New York, which one of the following marijuana policies do you prefer?

Keep current policy: 26%

Keep medical, ~~repeal~~ decriminalization: 22%

Legalize marijuana: 40%

Repeal both, make marijuana completely illegal: 11%

2019 National Emerson Poll:

68% of Americans want options **other**
than legalization

Policy Solutions

In States That **Have** Legalized:

- **Edibles and high THC concentrates** should be outlawed or severely restricted
- **The Marijuana Industry should not serve on rule-making bodies to determine regulations.**
- **Pot advertising and promotions** should be prohibited.
- A science-based public **awareness campaign** should be implemented across multiple media.
- **Drugged driving prevention should be a priority**, with tough laws imposed on those who drive stoned.

In States That **Have Not** Legalized:

- **Remove criminal penalties and arrest records for personal possession of pot.**
- **Pot use should be discouraged, and people caught repeatedly with marijuana should be directed to early interventions and/or treatment.**
- **A science-based public awareness campaign should be implemented across multiple media.**
- **Drugged driving prevention should be a priority, with tough laws imposed on those who drive stoned.**

OVERALL OBJECTIVES

An alternative policy to drug legalization that:

- 1 Minimizes drug use, especially problematic use
- 2 Resolves underlying substance abuse problems driving criminal behavior (beyond simple possession and use)
- 3 Reduces recidivism
- 4 Saves societal resources

My Reason for Being Here

LESSONS LEARNED FROM STATE MARIJUANA LEGALIZATION

M A Y 2 0 1 9

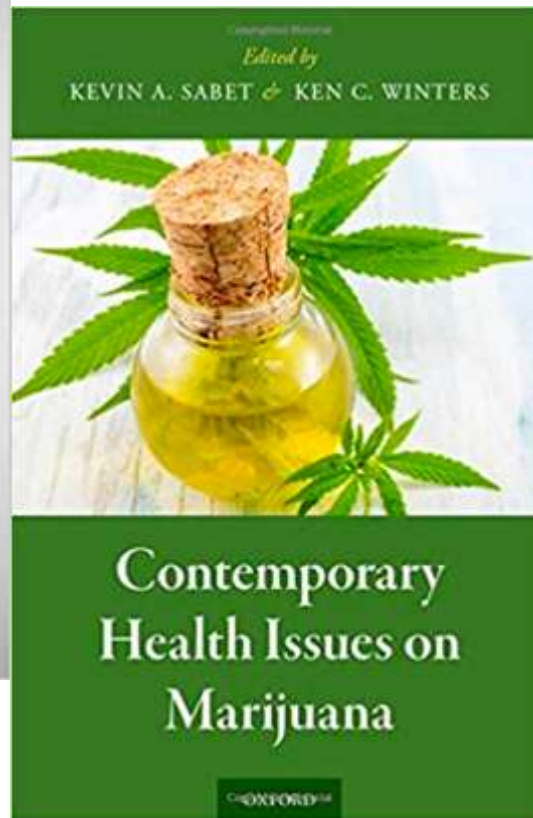
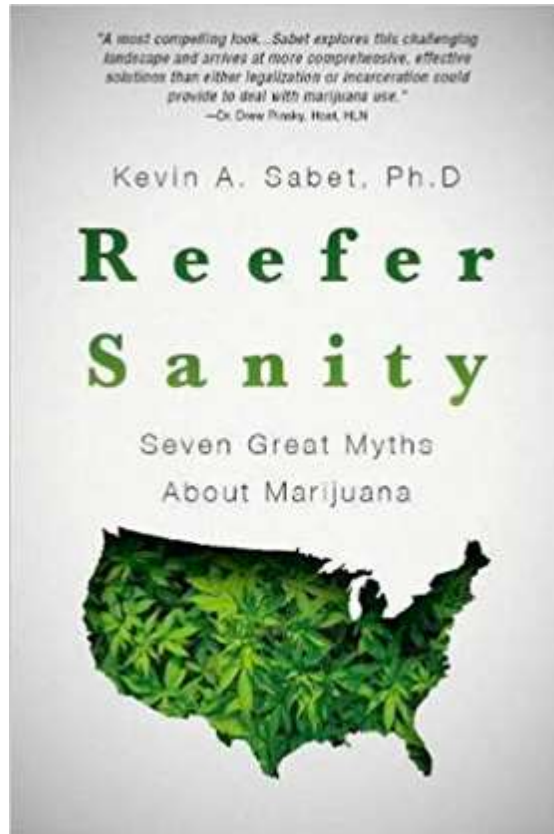


Reviewed by researchers from:
University of Colorado at Denver
Harvard Medical School
Boston Children's Hospital
University of Connecticut
Yale University
University of Kansas
and more.

SAM Smart
Approaches to
Marijuana
preventing another big tobacco

www.learnaboutsam.org

Resources



Drugabuse.gov
LearnaboutSAM.org
MarijuanaReport.org



Contact us

www.learnaboutsam.org

luke@learnaboutsam.org